



Culture of Philanthropy: Soliciting Peers

Keep Calm & Make the Ask

Molly Clark Davis, Executive Director, Annual Giving Strategy



Introduction



Annual Giving at Temple University

- Donor and Dollar Goals
- Alumni Participation Rate
- Designations



Building the Perfect **BELL TOWER** Pitch

- 
- Under 1 minute
 - Use hard facts & numbers
 - Easy to understand
 - Address why Temple is special
 - Illustrate value & benefit



MY Bell Tower Pitch

PLUS

"The Ask"

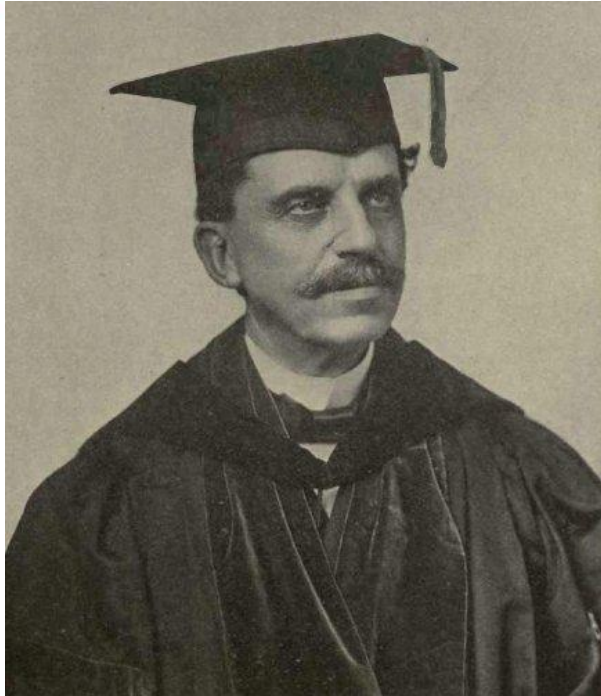


I LOVE TEMPLE



Russell Conwell

Founder & First President



Temple's founding was principally the work of one man - not a captain of industry, but a captain of erudition, an educational entrepreneur - who sought to democratize, persify and widen the reach of higher education.

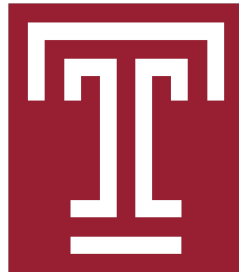


**Greatness really consists
in doing some great
deed with little means.**

Russell Conwell



Temple
TODAY





Did You Know?

Temple awards more than

\$100 million

in scholarships each year



Did You Know?

79% of first year students receive
need-based financial aid



Did You Know?

**The average unmet need
for Temple students is
\$11,000 per year.**



Did You Know?

That unmet need is covered by...



PRIVATE DONOR SUPPORT



Devon Tucker

CST, '20

Recipient of the MarcDavid Opportunity Award Scholarship, one of Temple's scholarships funded entirely by gifts from donors.



“I’m majoring in biology because... I feel as though my heart is bigger than my body. One day, I hope someone will look up to me... and realize that going to work isn’t just about the income; it’s about being able to get up and do something you love, like helping a child with health issues fully recover.”



ME



FY18 Donors to Temple University

20,649 Alumni Donors

9,000 Friend Donors



YOU?



PRACTICE

volunteers!



What to do when they say “No”

MYTH VS FACT



MYTH #1

Temple is a **public school**.
It gets all the money
it needs from the
Commonwealth of Pennsylvania.



FACT #1

Commonwealth appropriations account for approximately **11%** of Temple's budget.

89% is funded by tuition, fees, other revenue and support from alumni donors.



MYTH #2

I already supported Temple
by paying my tuition.



FACT #2

Just **73%** of the cost to educate each student comes from tuition and Commonwealth funding.

In order to continue providing the educational experiences that make Temple what it is, we need **private donor support** as well.



MYTH #3

I can only give **a small amount.**
That won't help Temple.



FACT #3

When **Owls work together**, amazing things happen.

In FY17, 37,425 Temple donors - each giving between \$10 - \$999 - were able to collectively **donate more than \$3.94 million** to Temple.



YOUR PRACTICE



QUESTIONS?