

Higher Education Philanthropy: What Drives Engagement & Support?

Cailand K. Sweeting

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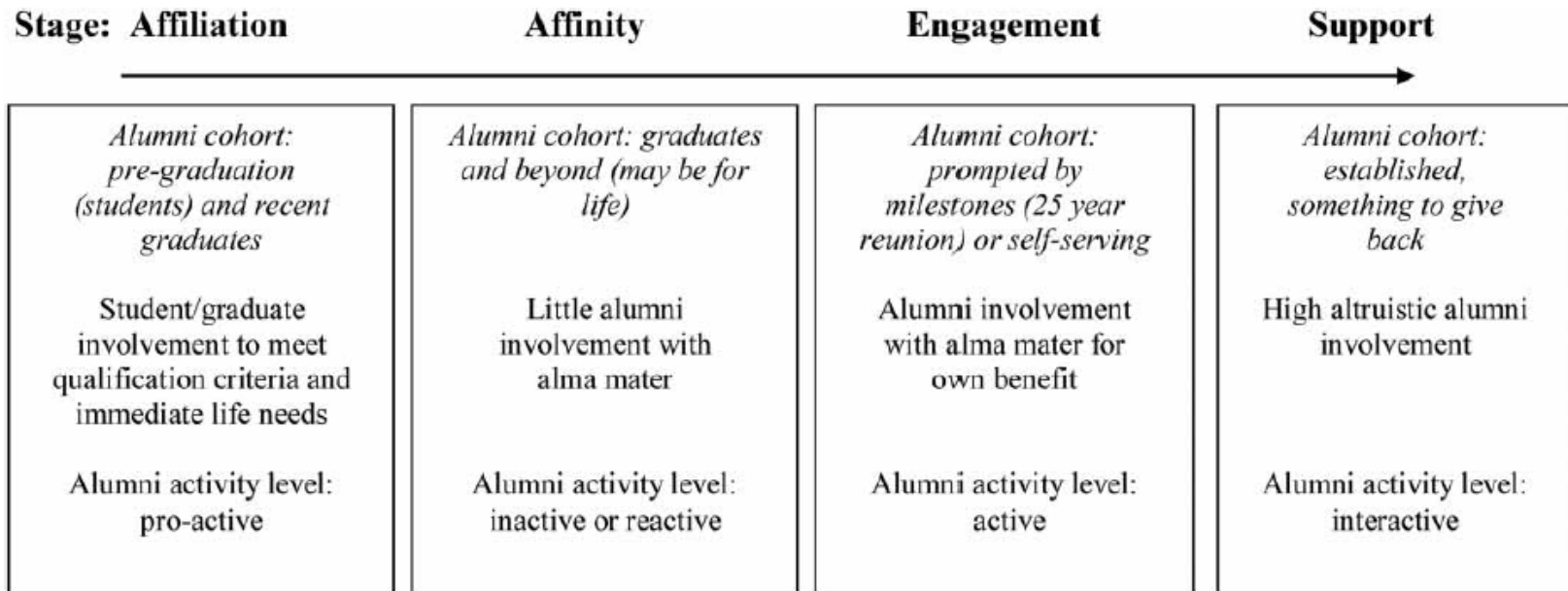
Importance of Fundraising and Donor Engagement

- **Why fundraise?**
 - State funding cuts
 - Change in donor preferences
 - Restricted vs. unrestricted dollars (Hanover Research, n.d.)
- **How do we engage alumni and donors?**
 - Method
 - Emotion
 - Morality
 - Affinity



Framework

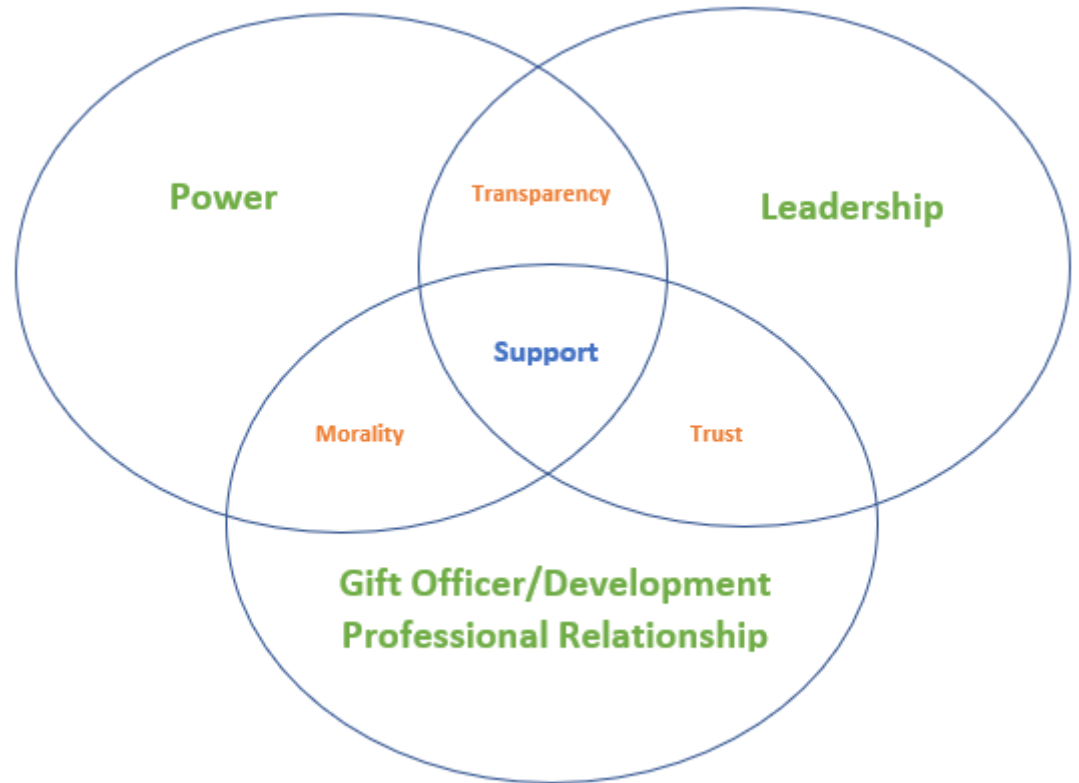
- Qualitative literature review
- Application to public higher education fundraising



*Gallo (2013)

Key Takeaways

- Power
- Transparency
- Transformational vs. Transactional Leadership
- One-on-one relationships



Conclusion

- Limitations
- Future recommendations
- Summary and next steps



References

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