



## First Things First



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[www.fundraisingcounsel.com](http://www.fundraisingcounsel.com)



from the organized desk of  
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## Staying the Course Spells Success

When campuses closed in March, the world of higher education suddenly changed. Within weeks, it was very clear that spring calendars could not go on as planned, from classes to graduation ceremonies and other cherished rites of spring.

For **Maryville College**, spring marks the date for the College's largest single fundraiser: an online day of giving called *Tartan Tuesday*. In 2016, Maryville launched this new tradition; a proud Presbyterian institution, the school's athletic teams are the Scots and its colors are displayed in a distinctive tartan plaid. Tartan Tuesday has grown steadily every year:

- In four years, the number of donors, including alumni donors, had doubled.
- The size of the average gift, and the total dollars raised had more than tripled.

The initial date for the fifth Tartan Tuesday, set for March, was postponed until May, but the decision was made to go ahead and ask donors to do what they could to support the *Maryville Fund*.

The results? Donors gave more than ever before, far surpassing the previous year's totals and the fundraising goal. The number of donors and alumni donors held steady, the average gift was up significantly, and more parents made gifts than in any previous year.

Staying the course proved to be a winning strategy. As you think about your own planning for the coming year, here are some ideas that worked for Maryville College:

- Give donors the facts. Alumni and friends were kept informed about campus closings, the personal impact it was having on students and their families, and what the College was doing to help. This information was shared not only through regular communication channels, but also through personal phone calls to donors from the development team from late March into April.

- Use a consistent message. The message for Tartan Tuesday echoed that of previous online giving days, with the ask for the Maryville Fund as the major focus: Using the hashtag #ScotsHelpScots, the message was that gifts to the annual fund allow Scots to serve where needed most.
- Be sensitive to the situation: The appeal simply asked donors to give if they could and what they could.
- Don't be afraid to have fun. The annual fund staff had planned the debut of a new thank you gift for 2020 Tartan Tuesday: a limited edition of Maryville College branded socks for the first 500 donors who made a gift of \$60 or more. The socks now adorn the feet of many proud alumni and other donors, providing a welcome and warm reminder of the importance of Maryville College to its community!



### **Speaking of Successful Fundraising**

Maryville College received the *Education Fundraising Award* from the **Council for the Advancement and Support of Education** (CASE). The award for overall fundraising performance goes to colleges and universities that show solid program growth, breadth in the base of support, and other indications of a mature, well-maintained program. Congratulations!

**30  
minute  
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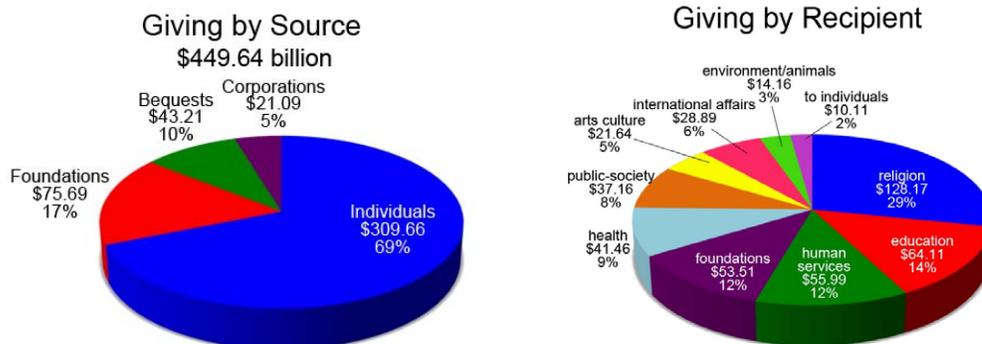
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## A Snapshot of Giving in 2019

*Giving USA 2020: The Annual Report on Philanthropy for the Year 2019*, was released in June, and amid a complex climate, charitable giving showed solid growth, climbing to one of the highest years for giving on record at \$449.64 billion.

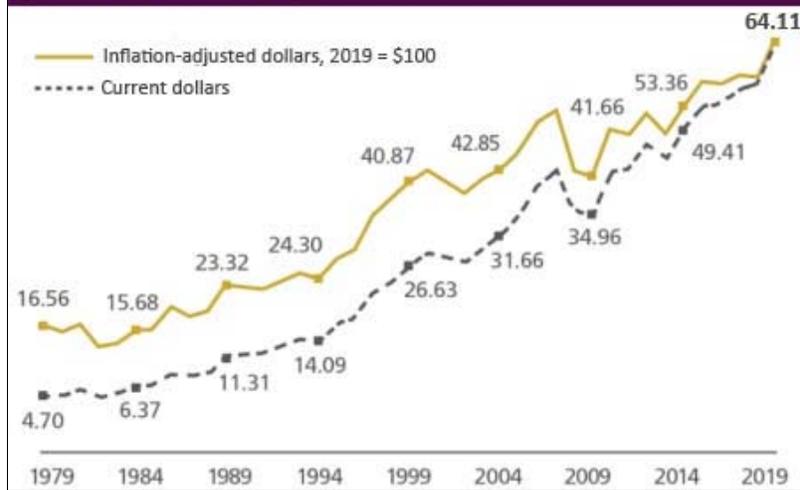


### Selected Highlights

- Giving by **individuals** achieved the second-highest total dollar amount on record at \$309.66 billion, rising 4.7% in 2019.
- Giving by **foundations** had a record-breaking year, reaching its highest-ever dollar amount at an estimated \$75.69 billion.
- Giving by **corporations** was estimated to have increased by 13.4% in 2019, totaling \$21.90 billion. The growth is indicative of this type of giving, and is highly responsive to changes in corporate pre-tax profits and GDP.
- Giving by **bequest** was essentially flat with a growth rate of 0.2% over 2018 at \$43.21 billion in 2019.

### Giving to Education

## Giving to education 1979-2019 (in billions of dollars)



- The education subsector comprised the second-largest portion of charitable dollars in 2019, receiving 14% of total gifts.
- Giving to the education subsector amounted to 14% of total giving in 2019.
- Contributions to education organizations grew 12.1% in current dollars from 2018 to \$64.11 billion in 2019. Adjusted for inflation, giving to education organizations increased 10.1%.
- In 2019, contributions to education totaled the highest inflation-adjusted value recorded to date
- According to the *Council for Advancement and Support of Education*, contributions to higher education institutions grew 6.1% in fiscal year 2019.
- Higher education institutions in Blackbaud Institute's Charitable Giving Report saw a 7.0% increase in online giving between 2018 and 2019.
- The education subsector has received between 11% and 14% of total recipient contributions in the past four decades. Giving to education has been at its strongest in the last four five-year periods.

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