

MEETING THE MOMENT:
Approaches to Engage the
New Community College
Donor



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MEET THE PRESENTERS



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ABOUT DALLAS COLLEGE FOUNDATION

1965
Established

3 Million
Students Served

29,832
Dual Credit Students in 2021

100+
High-Demand Career Programs

MISSION: To advance economic mobility for students in our community by channeling the power of philanthropy to lift Dallas College to new heights of innovation, excellence, and equity.



ABOUT CCS FUNDRAISING

Celebrating 75 years of transformational partnerships with nonprofits.



Leading experts in
campaign and development
strategy



Experienced across
nonprofit sectors
and locations



Full-time professional staff
plans, implements, and
manages fundraising projects



75+ years of partnerships in
Texas



180+ Texas
organizations served



More than \$686.1M raised in
Texas

AUDIENCE Q&A

Scan the QR code
below to participate
in our live poll!



Or join at [menti.com 1263 7062](https://menti.com/12637062)

- 1 Is your organization attracting transformational or transactional donors? (or both?)
- 2 What is the size of your institution?
- 3 What is the size of your development team?
- 4 Are you in a campaign or preparing for a campaign?
- 5 What are you hoping to learn today?

OUR AGENDA

Approaching **data-informed donors**, especially those focused on economic mobility, **requires new approaches.**

- 1 Transformational Giving
- 2 Compelling Vision for Change
- 3 Internal Systems & Processes
- 4 Energized Institutional Leadership
- 5 Culture of Philanthropy
- 6 Discussion



MOVING FROM TRANSACTIONAL TO TRANSFORMATIONAL GIVING

In transactional fundraising, philanthropy is seen as the large gifts from wealthy individuals or institutions.

- It's all about the money
- Donors = Money
- It's about acquiring new donors
- Focus on short-term, random tactics
- The community is not engaged or engaged after all strategic planning
- Money is a touchy, sensitive, and uncomfortable subject

In transformational fundraising, philanthropy is about the love of humankind and experiencing the joy of giving.

- It's all about the relationships
- Donors = Partners in Mission
- It's about stewarding and keeping donors
- Focus is on the long-term mission / strategy
- The community is intentionally engaged and invited into your organization
- Donations arise out of an alignment of personal values and organizational mission

TRANSFORMATIONAL GIVING

Going from transactional to transformation is not a light switch, it is an expansion. We are scaling the donor experience and thinking about the way we approach philanthropy differently.

How do we make these changes over time?



TRANSFORMATIONAL GIVING

There is an opportunity to pursue transformational giving from a newer kind of **data-centric donor** that considers the impact of their giving differently. These donors may ask:



Impact

How many graduates obtain employment?
How does graduation affect their earning potential?
How does this affect our region?

Do you have any nonprofit collaborators?
Do you have any industry collaborators?
Where are there gaps in our region? How can we fill those gaps?



Collaborators



Learnings

How are you learning from other evidence-based interventions?
How are you learning from your own institution's experiences?
How would this conversation look different in five years?

COMPELLING VISION FOR CHANGE

A compelling vision tells your community college's story in a multi-faceted, unique way.

1

Tell stories focused on data, impact and reach

2

Think differently about how to frame the impact of a community college

3

Build relationships with partners in the space



INTERNAL SYSTEMS & PROCESSES

Strong internal systems and processes allow for a unified approach.

1

Tried and true best practices

2

Clear data-centric reporting mechanisms

3

Internal priority setting processes



ENERGIZED INSTITUTIONAL LEADERSHIP

A clear and compelling vision from key leaders catalyzes a greater impact.

1

Aligned leadership
(role for Chancellor and
role for Foundation
Executive Director)

2

Compelling &
actionable vision for
the future

3

An activated board and
other advocates



CULTURE OF PHILANTHROPY

A strong culture of philanthropy can be felt in all facets of the donor experience.

1

A role for everybody
in the organization

2

Effective and
disciplined change
management

3

Always building toward
the next endeavor



DISCUSSION: THEORY TO ACTION

With your neighbor, take 3 minutes to share and discuss...

1

What are 1-2 ways you might shift your approach to attract more transformational donors?

2

Consider the systems and processes your organization uses. Are they supporting the pursuit of transformational giving? Is data infused in your storytelling? Why or why not?

3

Does your organization have a strong culture of philanthropy? What specific actions can you take to grow the culture of philanthropy at your organization to strengthen the donor experience?

THANK YOU!

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