Advancement Myths and Truths

An adventure in realistic expectations

Nick Blinco, Vice-Principal (Advancement)
Advancement Myths and Truths

“At Stanford they...”
Advancement Myths and Truths

Be realistically aspirational in your Advancement comparisons

- Who looks like you now?
- Who looked like you a decade ago?
- Don’t be envious
- Be yourselves
- Be realistic
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“We tried it for two or three years and it didn’t work”
Invest and commit to the longer term
“It’s the wrong kind of money”
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Consider it as part of surplus
“My project is amazing and really important so someone rich must want to fund it”

“I didn’t get that grant/my funding has been cut, can you find me a donor to fund my work?”

“We don’t have wealthy alumni so it’s going to take too long”

And:

“I have a building project – someone must want to name it”
Focus On the Impact!

- Your Needs
- Their Passion

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“I’d be uncomfortable if someone asked me for that much so our potential donors must be too.”

And:

“We are building the relationship so we are not ready to ask just yet.”
It’s fun for them and can be fun for you too!
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The most important sum!

Implementation + Impact demonstration + Thanking

= Great donor relations
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Advancement is NOT JUST fundraising

Alumni and Supporters
Public Engagement
Graduate Researchers
Research Quality and Performance Culture
Career Outcomes
High Quality Learning and Teaching
The Melbourne Vision
Student Experience
Research Focus and Scale
Industry Engagement
International Engagement
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Advancement?
What’s stopping you?