

Advancement Myths and Truths

An adventure in realistic expectations

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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



Advancement Myths and Truths



DON'T
GIVE
UP!

“We tried it for two or three years and it didn’t work”

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Invest and commit to the longer term



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“It’s the
wrong kind
of money”



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Consider it as part of surplus



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“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”

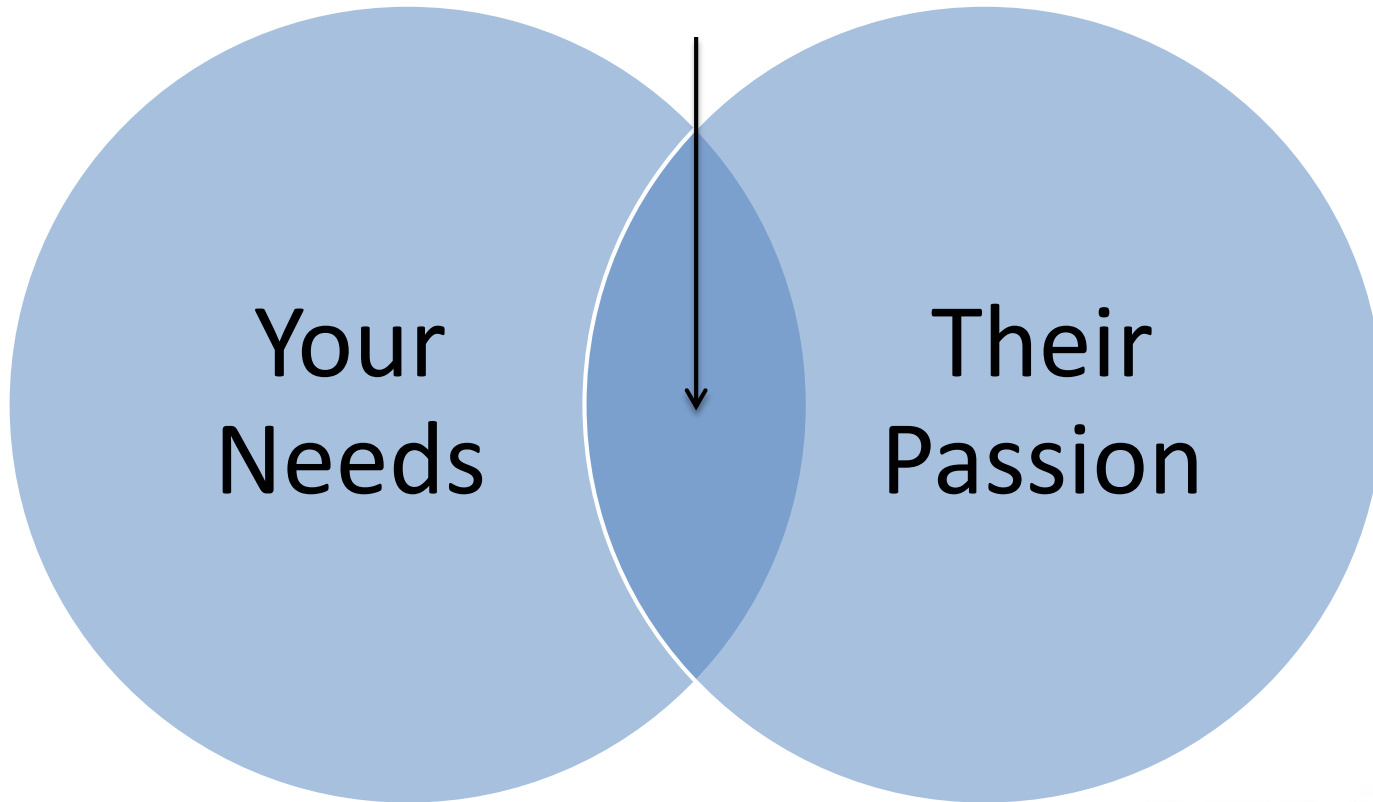
And:

“I have a building project – someone must want to name it”



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Focus On the Impact!



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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.”

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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



Advancement Myths and Truths

Advancement?

What's stopping you?