Expanding the Donor Base in Higher Education

Engaging Non-Traditional Donors

Edited by Noah D. Drezner

“Expanding the Donor Base in Higher Education is an admirably concise yet comprehensive volume of essays that insightfully synthesize and analyze current research, theory, and practice concerning a broad range of non-traditional donors in higher education philanthropy.”

—Bruce A. Kimball, Professor of Educational Studies, The Ohio State University

“Drezner and his colleagues have brought together a spotlight on the research that informs the engagement of non-traditional donors in support of higher education. This book is a must-read for anyone and everyone desiring to expand their donor base.”

—Dwight Burlingame, Director of Academic Programs, School of Philanthropy, Indiana University

Traditionally, institutions have relied on wealthy White men to reach their fundraising goals. But as state investment in public higher education lessens and institutions look to philanthropy to move from excellence to eminence, advancement officers continually need to engage all populations, including many that have historically been excluded from fundraising strategies. Based on theory, research, and past practice, Expanding the Donor Base in Higher Education explores how colleges and universities can build culturally sensitive fundraising and engagement strategies. This edited book presents emerging research on different communities that have not traditionally been approached for fundraising—including Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) alumni, African Americans, Latinos, graduate students, young alumni, women, and faculty donors. Chapters discuss and analyze successful programs and provide practical suggestions and strategies to create and implement fundraising programs that engage these new donor populations. Expanding the Donor Base in Higher Education is an essential resource for any institution looking to expand their pool of donors and cultivate a more philanthropic mindset among alumni and students.

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