



# Vision 2020 We Believe Charter Team Results

Campus Culture of Giving and Philanthropy

FROM HERE TO ANYWHERE



# We Believe Group Charge # 1

- “Research and assess current campus familiarity with the impact of philanthropy and the We Believe Campaign.”
  - 8 focus groups were facilitated by Harry Chapman, Keith Davis, and Meg Arnold to gather data.
  - 45 faculty and staff members volunteers from multiple colleges and departments across campus.
  - 30 students volunteered across different Colleges and majors.
  - See attached appendix for focus group questions.



# Results of Focus Groups

1. There is a culture of giving that currently is alive and well at Belmont.
2. People are largely unaware of how We Believe is different from other campaigns.
  1. People felt there were too many giving options that are too confusing.
  2. There is a common perception that big donor gifts are preferred.
  3. Some people prefer to give directly to others instead of organizations.



## We Believe Group Charge #2

- “Define key talking points for all campus constituents to use as ambassadors of We Believe and advise them on how to tell stories.”
- We recommend that the campaign message be simplified with powerful statements for each:
  - We Believe every gift matters.
  - We Believe missions are our calling.
  - We Believe endowed chairs are valuable.
  - We Believe student scholarships are transformative.
  - We Believe athletics bring us together.



# We Believe Group Charge #2

- Tie each key statement to a story:
  - “Anna” believes missions are our calling
  - “Dr. Smith” believes endowed chairs are valuable
- Each statement has a person from that area of giving telling their story. Tie it to individuals who have benefitted from this:
  - Short videos
  - Success Stories
  - Social Media Sharing



# We Believe Group Charge #3

- “How can we help the campus become more aware of how philanthropy positively impacts faculty, staff, students, and the campus?”
- Information that illustrates the impact of giving needs to be shared with campus to create a sense of ownership and success.
  - There was a consensus among participants to know where gifts are going.
    - Faculty and staff would like to see how the campaign benefits their areas of campus.
    - Students want to know concrete examples of how campaign impacts them.



# We Believe Group Charge #3

- Focus groups showed that people want to give when they see results, know results, and feel connected. They give to people and only give to organizations when they have a high level of trust with the organization. Examples included:
  - Churches
  - St. Jude's
  - World Vision
  - Ronald McDonald
- All have clear stories and missions that resonate with donors.



# We Believe Group Charge #3

- Finally the words *Giving*, *Philanthropy*, and *Endowment* need to be unpacked and simplified.
  - There is a language barrier associated with the word *philanthropy*.
    - People assumed big gifts and felt disconnected when that term was used.
  - The word *giving* made people feel like it was smaller, personal, and possible.
  - Use of word *endowment* feels like an external term used for donors not an internal term people identified with giving.



# We Believe Group Charge #4

- “Identify ways to inform and educate faculty, staff, and students on the key elements of We Believe and how to appropriately engage in potential giving conversations and hand off such conversations to a development officer.”



# We Believe Group Charge #4

- Meet people where they are.
  - People didn't want another email to read or another meeting to attend. Send ambassadors to College meetings, staff meetings, and student organization meetings. These have been the most successful and remembered.
  - People want to feel connected, not told how to give:
    - “Invite faculty to participate in a conversation about We Believe” not ... “Come learn about We Believe priorities”



# We Believe Group Charge #4

- Strong visuals would help make personal connections:
  - Infographics - simple and colorful
  - Short videos – possibly made by our own students in PR or Motion Pictures
    - Include students, faculty, athletes telling us how they benefited from gifts
  - Regular updates on campaign
    - Thermometer, bell tower, or something showing progress like United Way
    - Separate goal for Staff and Faculty so they feel like gifts matter



# We Believe Group Charge #4

- All of these changes will help campus community feel like they can engage and hand off giving conversations to development.
  - Short elevator pitch from development would be useful.
  - 30 seconds
  - 3 points



# Conclusion

- Belmont has a culture of giving where the campus comes together to donate gifts, help the sick, and go the extra mile for projects like Operation Christmas Child.
- Challenge is getting donors to distinguish We Believe from good giving already happening on personal level – both at Belmont and outside of Belmont to churches and other nonprofits.
- The 5 priority points can be enhanced with simple talking points, gift results communicated transparently, clearer goals for different giving groups, local communication where people already meet, and strong visuals.

## **Focus Group Questions for Faculty, Staff, and Students**

1. Let's talk first about philanthropy and giving, in general. What do those words mean to you?
2. What inspires you or causes you to give (to a person or organization)?
3. How do you know your gift made an impact?
4. Now, let's talk more specifically about philanthropy/giving at Belmont. Where do you see giving happening on campus? Describe how these gifts impact our community.
5. Belmont recently launched a campaign called "We Believe." What do you know about Belmont's We Believe campaign, and how did you get this information?
6. What additional information would be helpful to know about the We Believe campaign?
7. What would encourage/inspire you to give to Belmont?
8. What is an effective way to communicate with faculty and staff about opportunities to give to Belmont?
9. Describe your ability to discuss with others the opportunities to give to Belmont.
10. Are there any additional thoughts you'd like to share about philanthropy, giving, or the We Believe campaign?