

are you ready to go global?

three questions to chart your path

one: do you have a mature, established local advancement program?

■ **yes**

This will provide a successful model of processes and toolkit of materials that fit the culture and skills of your organization, and can be easily adapted and tailored to suit different markets.

■ **no**

Establishing an international and domestic program simultaneously will have you fighting on two fronts: duplicating start-up efforts, and multiplying the impact of initial problems. A lack of proven track record in fundraising could also risk faculty misconceptions – namely, a lack of understanding about the long-term nature of major gift relationships and the misconception that international advancement is a ‘nice’ activity that increases funding for overseas travel.

two: do you have an institution-wide global vision with identified priorities?

■ **yes**

This will create a ‘roadmap’ to guide proactive prospect identification and prioritization, ensuring that your advancement program is aligned with leadership travel plans and able to support student recruitment, employability, and research strategies.

■ **no**

Without visible evidence of your institution’s commitment to a given region, prospects will start to question your authenticity in reassuring them that their region and interests are genuinely aligned with the institution’s priorities and able to have a transformative impact in supporting the overarching vision and mission. As with your local prospects, overseas donors do not want a relationship with the fundraiser. They want a meaningful, impactful relationship with your organization.

three: do you have borderless engagement opportunities?

■ **yes**

A ‘menu’ of opportunities that enable meaningful engagement from afar will bring overseas prospects closer to your current priorities and vision, driving your pipeline towards successful solicitations.

■ **no**

A campus-based program focused on onsite volunteer opportunities, tours, and events will only reinforce prospect concerns that you are not genuinely invested in building international relationships. Difficulty facilitating remote and overseas engagement opportunities will leave prospects questioning your ability to steward their support and keep them updated on the impact of their gifts.

next steps: a productive path forward

one: invest in prospect research and shout about it



Knowing where your initial prospect opportunities are and developing market insight into global philanthropic trends and patterns will not only help your fundraisers to hit the ground running, but will get you a seat at the table when your organization is planning its international strategy and priorities.

two: support the international student experience



All students are alumni of tomorrow, and engaging volunteers to enhance and support the international student experience will:

- increase international awareness among local and overseas constituents
- create a community of happy former students, who will naturally begin to advocate on your behalf and seek out informal opportunities to maintain connections to your organization via forming their own networks and communication channels that can be leveraged at a later date
- enhance your knowledge of key markets and create a list of unofficial ambassadors that you can call upon to provide valuable local area knowledge when entering a new market

three: map interests of internationally mobile faculty and administration



Being part of a 'Going-Global' organization does not mean you shouldn't seek to raise funds from overseas prospects. Donations in the early days should only help to motivate your organization's commitment to international engagement. Mapping out opportunities arising from existing faculty and administration travel should help you to see where you can gain some 'quick wins' in identifying:

- regions where there is already frequent travel from your organization to support cultivation, engagement, and stewardship
- overseas activity and research priorities that align with your current fundraising case for support – i.e. student travel programs and overseas research connections



Graham-Pelton