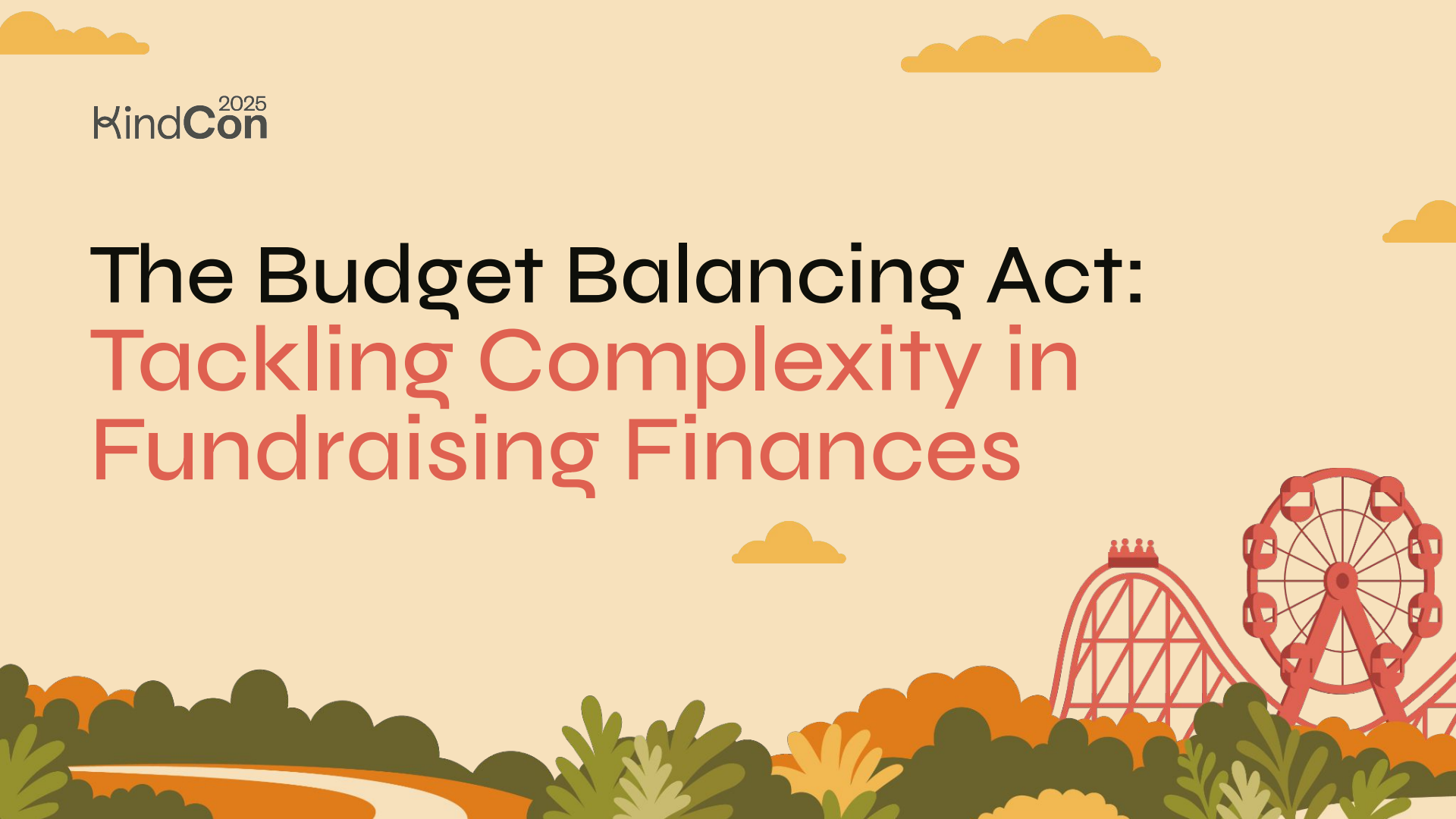
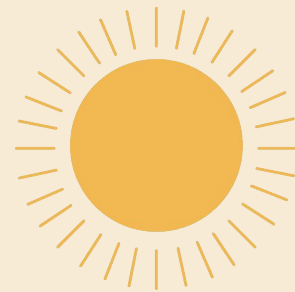


The Budget Balancing Act: Tackling Complexity in Fundraising Finances



Welcome



Christopher Campbell

Principal, Advancement
Advisory Lead
Attain Partners

2025
KindCon



Colin Hennessy

Vice President for Alumni and
Donor Engagement
University of Iowa Center for
Advancement



Brian Flahaven

Vice President, Strategic
Partnerships
CASE

Polling Questions



- ▶ Navigate to <https://case3.cnf.io/> and tap the session titled "The Budget Balancing Act: Tackling Complexity in Fundraising Finances"
- ▶ OR just point your phone's camera at the QR code to join directly



Live Content Slide

When playing as a slideshow, this slide will display live content

Poll: 1. Which best describes your institution?

Live Content Slide

When playing as a slideshow, this slide will display live content

Poll: 2. Which best describes your role?

Live Content Slide

When playing as a slideshow, this slide will display live content

Poll: 3. One word to describe how you feel about budget in the current environment



Breakout:

You just learned you're going to get an additional million dollars in your budget, how would you spend it?





Launching a campaign
while transitioning to a
new CRM.



I AM A MENTOR.

I AM A DOCTOR.

I AM A PATIENT.

I AM A GRADUATE.

I AM A DONOR.

I AM A **HAWKEYE.**

Together Hawkeyes





Together Hawkeyes
\$3B | 300,000 | 3M

Staffing for Fundraising Success



Major Gifts (60% of campaign)

64 Fundraisers / \$1.8B Total



Principal Gifts (11% of campaign)

22 Fundraisers / \$330M Total



Transformational Gifts (11% of campaign)

5 Fundraisers / \$330M Total



Annual & Special Gifts (18% of campaign)

Specialized Staffing

Iowa Engagement Framework

- **Measurable behaviors** that support the mission and goals of the University of Iowa.



COMMUNICATION



EXPERIENCES



PHILANTHROPY



VOLUNTEERISM



Building momentum
and proving ROI with
enhanced data insights.

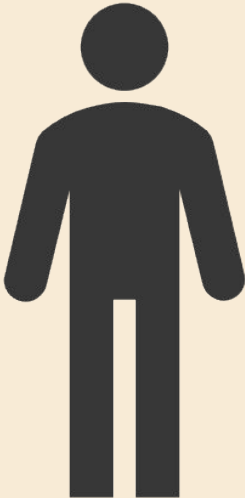


R1: Breadth of Engagement

- What is the impact on the average annual gift per year when a donor has a measurable behavior in one or more modes of engagement?

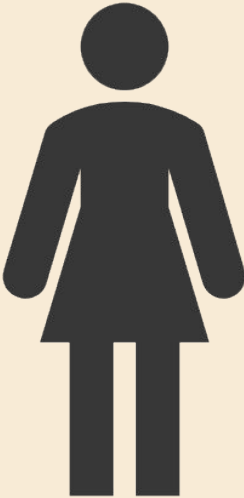
Outcomes

Philanthropy Only



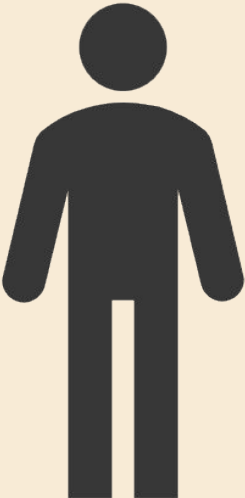
\$404

Philanthropy + 1



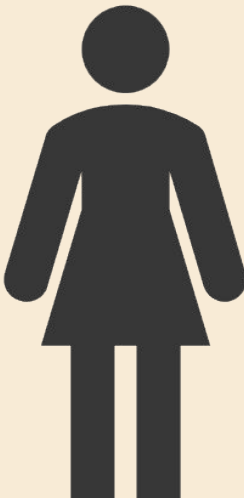
\$884

Philanthropy + 2

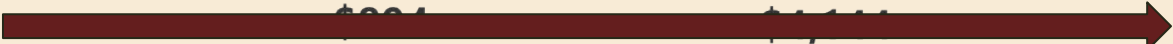


\$1,114

All Four Modes



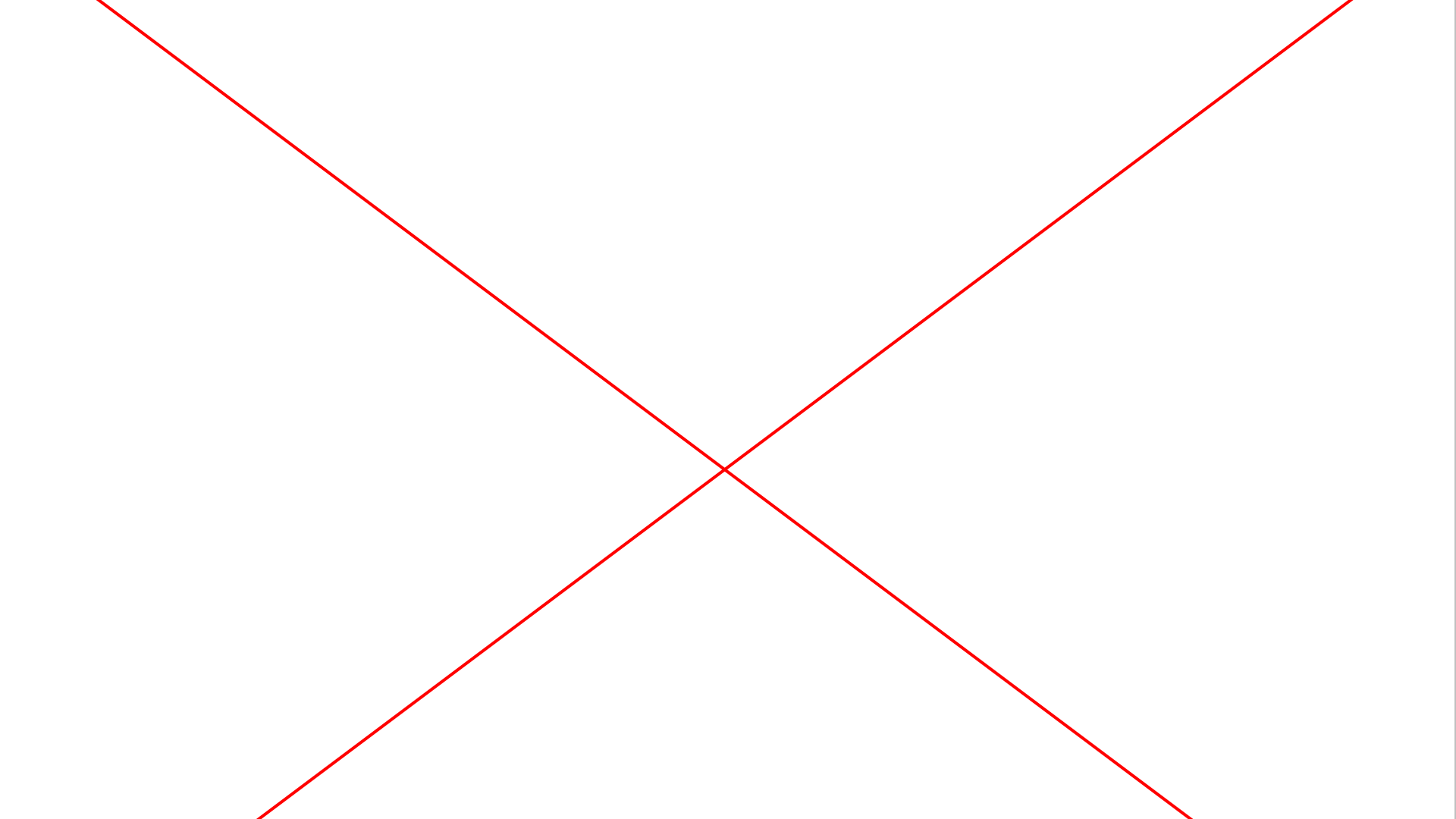
\$4,463





Campaigns are not just about fundraising—they're about building trust, telling stories, and creating communities that endure.



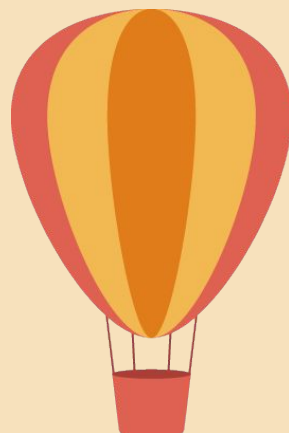
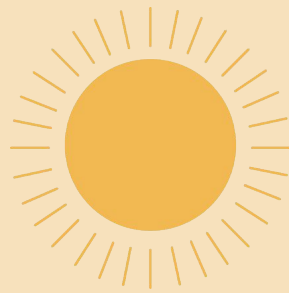




Revisit Breakout:

You just learned you're going to get an additional million dollars in your budget, how would you spend it?





Thank you.

KindCon²⁰²⁵

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