

TALKING POINTS FOR GEORGIA TECH PRESIDENT G. WAYNE CLOUGH
Development Staff Meeting, February 25, 2002

- Pleased to have this opportunity to sketch out the big picture of the role of private contributions in Georgia Tech's future.
 - Keeping up with the day-to-day interactions with individual donors requires you to keep your eyes on the ground in front of you, and that is important.
 - But also important to occasionally pull back and get that bird's eye view from 50,000 feet up. That's what I want to do today.
 - Philanthropy makes the difference between the maintenance of a good university and the evolution of an extraordinary one. We rely on the state for the basics, but gifts provide the additional resources required to achieve the level of excellence and leadership to which we aspire.
- Important to begin by recognizing new realities in fund raising:
 - New donor profile: "venture philanthropy."
 - Donors want gift to have an impact in an area or for a cause they are passionate about, or to support pioneering projects or solutions that have the potential to make a significant difference in people's lives.
 - Result: more designated gifts; 90% of campaign for Georgia Tech was designated.
- At the same time, GT has adopted a strategic plan with 7 goals:
 - Student-focused education.
 - Diverse community.
 - Enhanced research enterprise.
 - Outreach and economic development, from our neighbors in Midtown to our neighbors around the globe.
 - Intelligent development of effective information and education technology.
 - Supportive, collaborative, effective administrative structure.
 - Improved and expanded facilities.
- Challenge for Development: to create a fit between these strategic goals and donors who are increasingly specific about the use of their gifts:
 - Have turned down major gifts because what the donor wanted to do did not fit Georgia Tech's strategic goals and priorities; don't like to do that.
 - Persuasive efforts of Development staff now extend beyond simply inducing donors to part with their money; must also persuade them to join with Georgia Tech as partners in accomplishing our vision for the future.
- The challenge of raising funds for facilities:
 - New frontier begun during latter stages of Campaign for Georgia Tech.

- Involves much larger sum than chair or scholarship; have to piece together many gifts from many donors.
- Cannot bite off more than you can chew: once you get started, you cannot stop building in mid-stream or make the donors who have already given mad. If you can't raise the money, it has to come out of your hide.
- Laying the groundwork for the next campaign:
 - Steward all the new friends we made during the last one.
 - Importance of maintaining and strengthening foundation and corporate relations in addition to alumni relationships (Ford, Motorola, etc.).
 - Develop new opportunities and strategies for giving, expand planned giving.
 - Be more strategic in planning a wider reach for the next campaign across the nation, around the world.