

# Education

Phoenix Philanthropy's experienced professionals have personally led or consulted on campaigns ranging from \$800,000 to \$750 million, establishing us as one of the go-to experts in education and higher education advancement.



"Phoenix Philanthropy's consultants have broad experience, nationally and internationally, and are creative and focused. They are mission-driven, consummate professionals who are knowledgeable and experienced in every aspect of the world of Advancement. I especially appreciate the personal attention

The Phoenix Philanthropy Group offers me and my staff.

They do far more than dispense advice; they provide tools, strategies, calendars, and samples that allow us to move forward strategically and efficiently."

**Devorah Lieberman, Ph.D.**

**President**

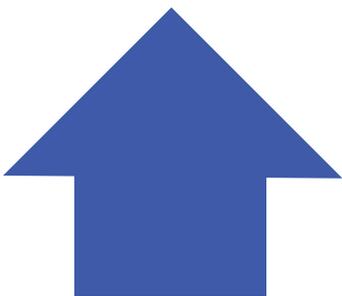
University of La Verne

## Impact

As of 2020, the campaign exceeded its \$125 million goal and the University had seen a 134% increase in overall fundraising since 2013.

# \$64.1 Billion

**Total amount donated to education in 2019.**



# 12.1%

**Donations to education organizations increased 12.1% from 2018.**

## Giving to Education

In today's climate, the most successful institutions will:

- Prioritize the development of vibrant, active alumni networks – especially continuing education and networking opportunities.
- Encourage a campus-wide culture of philanthropy by establishing partnerships across all departments and providing fundraising training to academic leaders and staff.
- Develop effective and active major gift and planned giving programs to leverage historically larger gifts given to education institutions.

## Clients Include

**University of La Verne** – Extensive readiness assessment; feasibility/positioning study; planning, preparation, and ongoing management related to a \$125 million campaign.

**California State University, Sacramento** – Preparation, planning, market positioning study for a \$225 million campaign; implementation of assessment recommendations and institutionalization of operational enhancements.

**Eastern Washington University** – Assessment, initial implementation of strategies to optimize fundraising performance; preparation, planning, management for \$100 million campaign.

**Melbourne Business School** – Creation and implementation of turnkey operations in constituent and alumni relations, and fundraising.

**Zayed University** – Preparation and planning for endowment campaign, including assessment.

**Arizona School for the Arts** – Campaign management and support.



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Source: 2020 Giving USA