

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

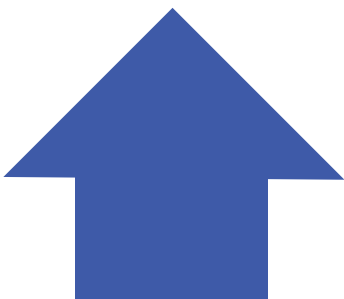
University of La Verne

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