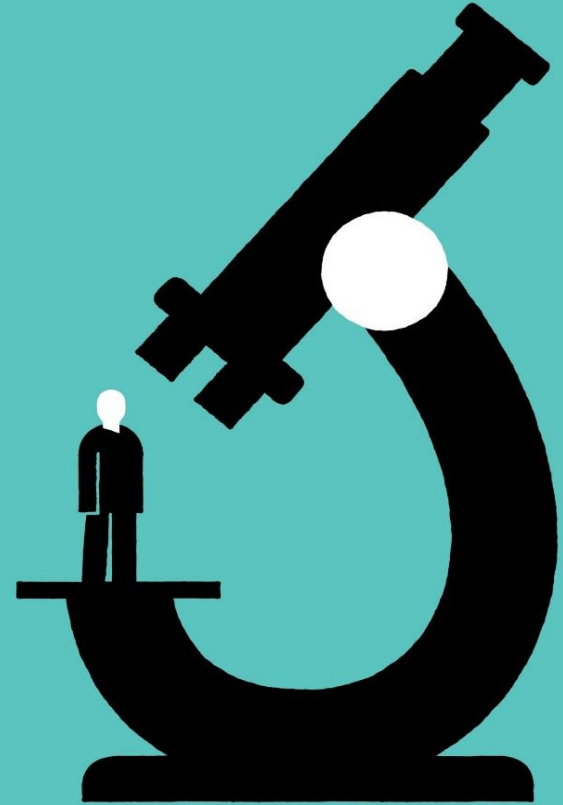


More

Regular Giving Insight
and Benchmarking
Project: **transform your
mass giving programme
with More Partnership.**

More Partnership Ltd
31 Exchange Street Dundee DD1 3DJ
info@morepartnership.com





Working with More Partnership

More Partnership's purpose is to *advance great ambitions*, and we know that successful regular giving programmes aren't just about getting more donors.

When run well, they can be a cost-effective source of unrestricted funds; the engine rooms for driving long-term donor engagement; cultivation grounds for mid-level donors and future legacies; and a place where major donors are identified or qualified.

That's why identifying your strengths and opportunities is so important. At the heart of mass giving programmes are people and data.

For over a decade, Rosie and Adrian have been proud to run More's award-winning Regular Giving Insight and Benchmarking Project in sixty universities and colleges in four countries. Our project is the only one which analyses like-for-like data from across the sector.

As a participant, you'll receive a detailed assessment of your regular giving, as well as unique insights to help you realise your ambitions. You might also choose to benefit from our in-depth reviews of mass-giving, from strategy to copywriting.

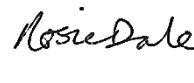
In 2022, we warmly welcomed Thom Hipwood as a partner to our team. Thom brings valuable expertise across all aspects of mass fundraising, legacies, mid-value, marketing and communications.

We'd be delighted to discuss the benefits of taking part or more tailored ways we can support your ambition.

We look forward to hearing from you,



Adrian Beney
Partner



Rosie Dale
Partner



Thom Hipwood
Partner

Taking your regular giving programme to the next level

If you're asking questions like...

- Is our regular/individual giving programme delivering value for money? How do we know?
- We are struggling to find people to call in our phone campaigns. Should we even be using the phone now? And should we get an agency in to run our direct mail?
- We've gone largely digital with our alumni communications, should we do the same with our regular giving programme?
- Should we run a giving day? Would that bring in lots of new and younger donors?
- How do we build up our mid-level giving?
- What does effective stewardship look like and how much can we improve our donor retention rates?
- What channels will deliver the best ROI? Where should we invest time and energy?
- How should legacy fundraising and mass fundraising interact?

...then we can help.

“To solicit funds for universities is to invite a friend to share in the privilege of the greatest partnership of all – the quest for knowledge.”

Frank H T Rhodes
Former President, Cornell University

Regular Giving Insight and Benchmarking Project

£6,250 + VAT for 22/23

In a nutshell

With more than two years of the pandemic behind us, we are already seeing ways in which mass fundraising has changed – diverse fundraising channels, new synergies between mass and major giving, but also major challenges over logistics, resources and more.

More's Regular Giving Insight and Benchmarking project is the most authoritative analysis of the changing landscape of alumni giving in UK and Irish universities.

Implementing our feedback and recommendations has helped transform income for our partner institutions and reveal exclusive insight into the mass-giving trends and benchmarks that are shaping strategies across the sector.

What's in it for you

By signing up, you'll receive:

- ✓ An **in-depth, bespoke analysis** of your alumni giving up to £10k.
- ✓ A **robust understanding** of the health, success and potential of your programme.
- ✓ Clear and achievable **recommendations** for growth.
- ✓ **Personal stewardship** and a newly-expanded 2.5-hour feedback session with our consultants Adrian, Rosie or Thom.
- ✓ **Exclusive comparative insight** into sector trends and opportunities to discuss the changing landscape of giving with your peers and our experts.
- ✓ Access to the latest benchmarks to assess current and future performance with **confidence**.

How to take part

When you sign up, we ask you about your needs and critical questions about your programme.

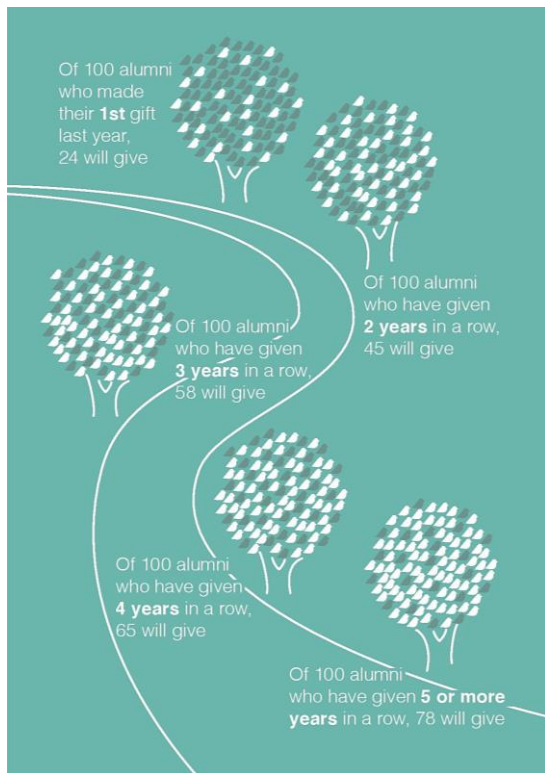
Send us your data as early as you can in the new financial year (deadline 30 November). It usually takes around 2 hours to read the data specification and write the queries and exports.

We'll organise your bespoke feedback session once we have your results and we can invoice before 31 July or in the new financial year.

By signing up for 2022/23, you'll be joining some of the UK and Ireland's most established regular giving programmes that work with us year-on-year.

All we need is you and your data!

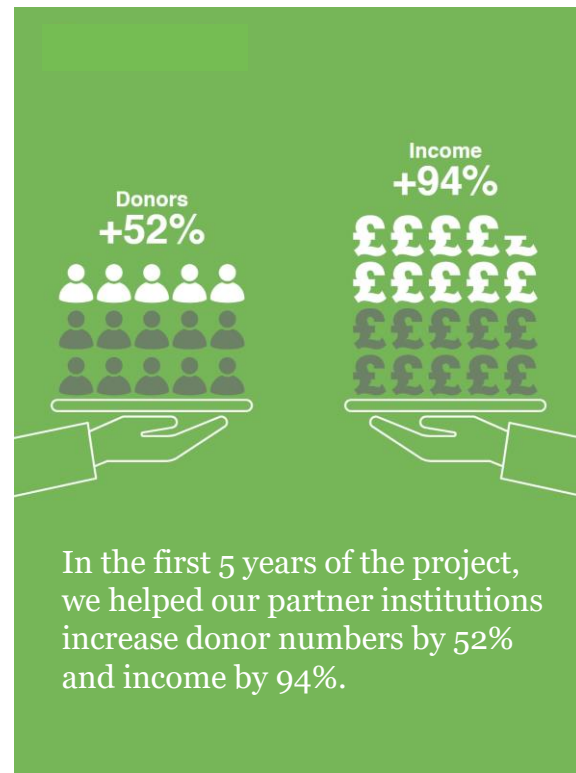
From insight



to strategy



to impact



But don't just take our word for it...

“It did just what we wanted it to do. We got to see what other similar institutions are doing and take some of the best practice from the sector. As well as receiving great recommendations for the next steps of our programme.”

Abby Wilson
City, University of London

“It was fantastic to see the data translating into pinpointing problems and practical actions/takeaways.”

Emma Neslen
University of Bristol

“Benchmarking will give you data-led insights to help develop your fundraising programme, and give you access to a peer group all doing the same thing and willing to share their learning.”

Simon Buttenshaw
University of Nottingham

“I think the return of investing in the Benchmarking project is invaluable. The insights for your institution are eye opening and there's always something you can take forward to improve the programme. The comparison across the sector, both at other similar institutions and from the overall sector really helps to put results into perspective.”

Beth Whitaker
University of Leeds

Going beyond

To help your programme go even further in its ambitions, we also offer:

Donor Segmentation

We can segment your donor list into 13 different recommended groups. By providing target KPIs for retention of donor numbers and value, we'll help you plan and track progress more easily across different audiences and reduce workload for your data team.

From £1,800 + VAT

Non-Alumni Giving

We can provide an in-depth analysis of your non-alumni giving to give you a more complete picture of your income streams and their potential for growth.

From £1,800 + VAT

Comprehensive review of mass and / or mid-level giving

Beyond the Insight and Benchmarking project, we can also provide a broader review of your strategy, messaging and operations.

As part of a comprehensive review, we'd conduct interviews with key stakeholders in your office, review your programme's purpose and case for support, and evaluate the effectiveness of your creative materials, strategy, systems and processes.

In addition to the data insights from the Insight and Benchmarking project, it provides even greater clarity and confidence about what is needed to grow your programme cost-effectively. You'll get specific recommendations about your opportunities and how to overcome constraints, and a case for well-directed investment at the right time.

From £10,500 + VAT

(including Insight and Benchmarking participation)

In just one year
More Partnership
crunched data on...
161,000 donors
1.1 million gifts
3.8 million solicitations
£68 million of philanthropy
78 million lines of data

Get in touch

If you'd like to transform your fundraising through:

- the Regular Giving Insight and Benchmarking Project
- review your whole Regular Giving or mid-value programme
- look at your legacy potential

or advance other great ambitions with More Partnership, we'd love to hear from you!

Email: info@morepartnership.com

Call Adrian: 07941 174350

Call Rosie: 07773 876114

Call Thom: 07950 922183

UK and Irish Universities that have taken part:

Bradford University	University of Dundee
Cardiff University	University of Edinburgh
City, U. of London	University of Glasgow
Imperial College London	University of Kent
King's College London	University of Lancaster
London School of Economics	University of Leeds
Loughborough University	University of Liverpool
Newcastle University	University of Manchester
Nottingham Trent University	University of Nottingham
Open University	University of Reading
Queen Mary, U. of London	University of Sheffield
Queen's University Belfast	University of Southampton
Royal Holloway, U. of London	University of St Andrews
Trinity College Dublin	University of Stirling
University College Dublin	University of Strathclyde
University College London	University of Surrey
University of Aberdeen	University of Sussex
University of Bath	University of Warwick
University of Birmingham	University of York
University of Bristol	

We have also run bespoke programmes for 18 Oxbridge Colleges and 8 Australian universities.

More

**Fundraising Consultants.
And More.**

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