Engagement and Fundraising – Notes

We first asked each attendee to introduce themselves and to bring forth topics and questions that they wanted to discuss. Here are their answers:

Dartmouth
- Travel program is under the Advancement umbrella, which also covers development
- regional events
- quantifying and justifying the program

American Jewish World Service
- Travel program is under fundraising department
- How to track travelers
- Is there an ask during the trip?

Lehigh
- How else to leverage travel as fundraising opportunity
- Donor-centric trips

U.S. Naval Academy
- Donor travel

Commonwealth Club of California
- How to measure success of travel program as fundraising tool
- A lot of proving of yourself

Utah State University
- Travel program is primarily a tool for engagement but foresee it will have Development role in the future

American Museum of Natural History
- Transitioning to Development

Wildlife Conservation Society
- New travel program – primary goal to keep donors and trustees engaged

World Wildlife Fund
- now housed in Development
- staff don’t understand how hard it is to manage a Travel program

Grounds for Sculpture
- new Travel program – primary purpose of fundraising and networking
- Is there an ask during the trip?
- How to reach younger demographic

University of Delaware
- New travel program
- Not in Development
- What is the real metrics we're being measured by?

Santa Barbara Museum
- Travel program moved into Development this past year

⇒ Multiple people mentioned the importance of using data to be able to measure, track, and justify programs.

Presentation about Metropolitan Museum and University of Chicago Travel Programs – see other documents

After the presentation, we opened the floor for discussion and here are some of the notes:
- Important to keep track of anecdotal data; particularly of stories about travelers giving to the organization and show the long-term relationship and how travel contributes to it.
- Giving is harder to track, but it's essential that participation in the travel program is tracked in donor database as part of their cultivation
- Many travel programs are moving under the arm of development
- Is there an ask during the trip?
  - Thank you note afterwards with a soft ask was more successful than official letter from Development Office afterwards
- Welcome letters given to travelers with soft ask to join membership
- High level donor trip was very successful – only invited donors who have given a minimum of $50K – trip to Cuba with President