

Academic ASK: Expanding the Arena of Charitable Marketing Targets

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ABSTRACT

Universities facing financial pressures are seeking ways to increase resources geared toward amenities and campus improvements to meet stakeholders' expectations in the changing academic landscape. Fundraising is one means of mitigating the pressures that exist. Universities use various types of fundraising mechanisms such as annual campaigns and gift planning with various donor targets including corporations, alumni, and funding agencies. These traditional fundraising strategies and targets are important for increasing financial support for campus resources and programs. Given the ongoing demand for supplemental funding and long term repeat donor behavior, this research focuses on matriculating students as the donor target. We seek to explore to what extent student giving is used as a funding mechanism in higher education. Further, we examine how student donor targets have been used and if this a mechanism for developing long term repeat donor behavior? Finally, we provide future research directions for university charitable marketers.

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