



Educational Fundraising Awards Higher Education Division

Frequently Asked Questions

Q: What is this?

A: The Educational Fundraising Awards program honors exemplary development operations at CASE-member institutions. This is an annual program in which awards are given for overall performance and overall improvement in fundraising.

Q: I didn't know we entered anything. How did this happen?

A: Institutions do not apply for this program; it is data-driven. Institutions become eligible for consideration for the award upon submission of data to the Council for Aid to Education's *Voluntary Support of Education* (VSE) survey for three or more consecutive years. This year, 1,011 higher education institutions were eligible for consideration based on their participation record with the VSE. An independent data analyst narrowed the field to 429 institutions.

Q: How was my institution judged?

A: Colleges and universities are judged separately from independent, K-12 schools. CASE convenes two distinct judging panels to select winners. Judges are culled from the ranks of senior development professionals and CASE volunteers and represent a wide array of institutional experience. Institutions are grouped and judged in categories – roughly based on the Carnegie Classification. Judging is blind and data-driven.

Judges select winners based on a multitude of factors: the pattern of growth in total support (or adjusted total support if appropriate); evaluation of what contributed to the total support figure; overall breadth in program areas; pattern of growth in each program area; pattern of donor growth among alumni/ae donors and other individual donors; impact of the 12 largest gifts on total support; total support in relation to the alumni/ae base; and the type of institution.

Q: Who else won?

A: Out of 429 colleges and universities considered, 71 higher education institutions won an award (41 in Overall Performance and 30 in Overall Improvement). The full list of winners is posted on the CASE website at www.case.org/circle (click on the Educational Fundraising Awards on the left-hand navigation bar).

If you have further questions, please contact Brian Flahaven, director of legislative, foundation and recognition programs, at flahaven@case.org or 202-478.5617.