



The Upside of Budget Cuts: Maximizing the Opportunity

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Overview



- What I promised:
 - explore how we can make the most out of these challenging times to have a positive impact on our business.
 - What else would you like to discuss?
- Objectives:
 - to share ideas and tools
 - to reframe issues
 - to enable you to manage more effectively



The Good News:

- We have a great case for funding!! Make the most of it!
- There are opportunities
- Can bring your team together to find solutions to a common problem.





Upside #1

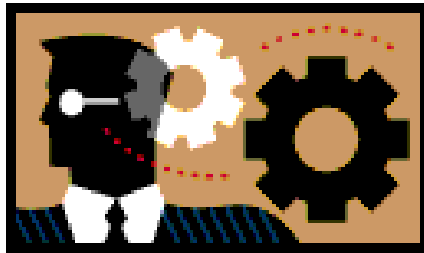
- Opportunity to revisit sacred cows
 - Cake and coffee vs. champagne and caviar?
 - Cost recovery vs free of charge
 - Cancel, discontinue or downscale





Upside #2

- Revisit efficiency issues that may not be able to address otherwise
 - Duplicating efforts
 - Collaboration across departments/units
 - Lever existing activities, resources



Box

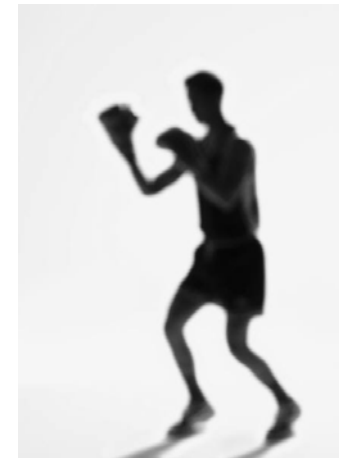
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Upside #3

- Encourages accountability, rationalization
 - Use this opportunity to build a solid case for your area!





Upside #4

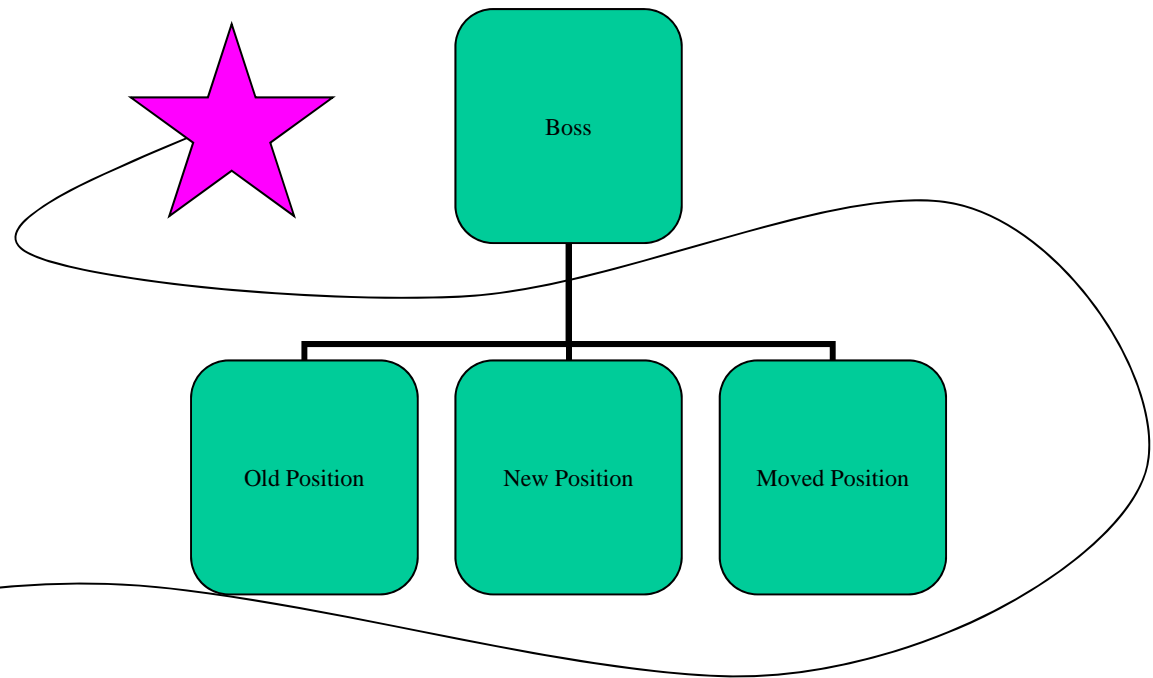
- Is this an opportunity to identify and sell alternative funding models and revenue streams?





Upside #5

- Time to visit office restructuring?





10 Tips to win budget

- 10 Demonstrate Fairness
- 9 Know the process and work it!
- 8 Communicate with your audience – speak their language
- 7 Link your request to objectives
- 6 Find a champion
- 5 Validate your request (external sources – consultant, advisory group, colleagues)
- 4 Use your tools (benchmarks, stats)
- 3 Defend your ask (be able to back it up)
- 2 Ease their pain (help defend budget request to their superiors)
- 1 KISS





Useful Facts

- The most productive fundraising operations invest at the highest rates
- Most productive operations have the highest ROI
- ROIs are not yet diminishing
- Investing in growing all gift levels in a sustained way is key

Source: Connie Cervilla presentation at CASE Winter Institute March 2009





Questions?





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