

**‘The Art & Science of Fundraising’  
A Study Visit to New York for Senior Executives  
from African Universities and Leading Nonprofit Organizations**

**New York City, May 3 to 6, 2020**

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**CONCEPT PAPER**

**Context and Program objectives:**

- Across the globe, including in Africa, universities and leading nonprofit organizations are seeking to broaden and diversify their sources of funding. In their efforts to set up successful development strategies and reach out to donors, they have much to learn from the longstanding fundraising expertise in the United States.
- To stimulate this learning experience, the King Baudouin Foundation United States (KBFUS) is organizing an invitation-only study visit to New York City. This intensive, four-day program, entitled *‘The Art & Science of Fundraising’*, will take place from Sunday, May 3 through Wednesday, May 6, 2020. Similar initiatives, successfully organized since 2013, drew highly positive comments from all participants.
- The study visit will provide a select group of 30 executives from African universities and leading nonprofit organizations with a unique opportunity to meet with some of New York’s most experienced nonprofit professionals. Participants will engage in interactive discussions with leaders in the field of fundraising. In addition, they will explore creative solutions to broaden their funding, exchange views about the applicability of lessons learned to their local situation back home, and draw inspiration from the experience of foreign universities and cultural institutions that already actively reach out to donors based in the United States.

**Target audience:**

- The study visit program is aimed at strategic decision-makers in African higher education institutions - vice-chancellors, deputy vice-chancellors, presidents, rectors, chief advancement officers and directors of alumni relations. In addition, senior executives of African libraries, museums, festivals and other leading nonprofit organizations will be invited to participate in the program as well.

**Program content:**

- The program starts with a welcome reception at the Morgan Library & Museum on Sunday night.
- On the second day, participants will discover the broader context of fundraising and development at American universities and museums. Discussions will focus on the American ‘art’ of fundraising, New York University’s spectacular growth through fundraising, the relationship between strategic planning and fundraising success, the importance of transparency and financial accountability, and the critical roles of the organization’s president and the board of trustees.
- Practical implications and concrete tips to maximize the chances of fundraising success will be further explored during the third day. Key topics will include prospect identification, donor cultivation, planned giving, fundraising in the age of technology and social media, and working with a fundraising consultant.
- The fourth and last day of the program will be fully dedicated to strategies for resource mobilization in the United States. After a brief presentation of the U.S. legal framework for charitable donations, participants will meet executives of African and European universities and cultural institutions that successfully raise funds from their diaspora and U.S. based alumni, and will have the opportunity to take a closer look at creative approaches to reach out to American corporations and private foundations.
- In addition to the interactive discussions, the study visit program features a series of social events, in an effort to stimulate maximum interaction and sharing of ideas among the participants.

**Practical information:**

Dates: From Sunday May 3 to Wednesday May 6, 2020.

Registration: Registration deadline is February 14, 2020. As places are limited, we encourage you to register early. To register, please contact:

Ms. Hafeeza E. Rashed, Senior Advisor, Communications & Outreach,  
Phone +1 (212) 713 7663, hafeeza@kbfus.org.

Briefing materials and language for the meetings:

- Briefing materials, including the final program will be sent to participants two weeks before departure.
- All the meetings will be conducted in English. Simultaneous translation will NOT be provided.

Participation fees and cost:

- There is no registration fee for participation in the study visit. In addition, the program will cover the costs for meals, social events and local transportation in New York City.
- Participants will pay for their own travel and accommodation expenses. Participants are responsible for their own travel arrangements to and from New York. It is also the participants' responsibility to secure the necessary visas and other travel documents required for entry to the United States.
- Participants who do not have the possibility to pay for their accommodation can apply for financial support. To apply for financial support, participants should send an email to Ms. Hafeeza E. Rashed (hafeeza@kbfus.org), providing a brief explanation of the expected benefits for their institution from their participation and of the specific circumstances motivating their need for support. The program can cover the cost of up to a maximum 5-night stay in New York for all participants selected for financial support. Under no circumstances will the program pay for participants' travel expenses.

Visas, Travel & Accommodation:

- Visas: Participants are responsible for visas required for entry to the United States.
- Travel to and from New York: Participants are responsible for their own travel arrangements.
- Accommodation: Participants will stay at the Iroquois New York (49 West 44th Street), conveniently located close to the program's activities. Please refer to the email communication for discounted room rates. If you decide to stay at another hotel, please let us know.

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**About the King Baudouin Foundation United States (KBFUS):**

The King Baudouin Foundation United States (KBFUS) facilitates thoughtful, effective giving to Europe and Africa. We enable U.S.-based donors to support their favorite causes and organizations overseas, and provide European and African nonprofits with cost-effective solutions to raise funds in the United States.

Through an 'American friends fund' at KBFUS, they can invite their friends and alumni to support their activities through contributions that are deductible for U.S. tax purposes. KBFUS is an American 501(c)(3) public charity associated with the Brussels-based King Baudouin Foundation (KBF), a leading foundation in Europe named after Belgium's late head of state. For more information, please visit [www.kbfus.org](http://www.kbfus.org).

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