

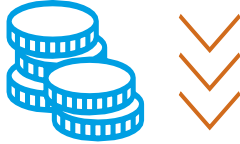
# More

## Major gift fundraising during the pandemic

Results from More Partnership's survey of UK universities and Oxbridge colleges. Based on major gift activity and performance data from March 2019 to Sept 2020.



**Major gift meeting** activity April to June 2020 was down 54% on the previous year's levels during a 'period of shock'...



...and the **total value of major gifts** raised was down 22% over the same period...



...but the **number of major gift asks** made and/or proposals submitted remained unchanged by Covid-19



Larger fundraising teams increased the **no. of successful asks** in the pandemic period Apr-Sept 2020 by up to 70%...



...and **regular giving programmes** proved to be robust and reliable during the pandemic, focusing on Covid-related appeals



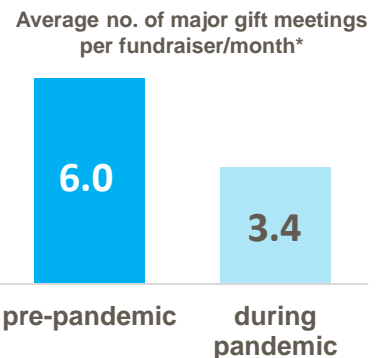
85% of institutions created new forms of **virtual engagement and/or digital content** to support donor cultivation



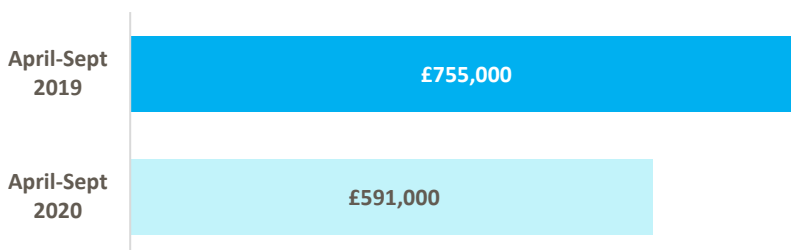
The least impacted university saw **meeting numbers** decline only 2% during the pandemic whereas the most affected saw a decline of over 80%



Less travel/holidays meant that donors were **much more accessible** during July and August 2020



Average funds raised per MGF\*



Data and feedback indicated that Oxbridge Colleges were **more likely to delay or postpone solicitation activity** in response to the pandemic, but they then rebounded more strongly.

\* Full-time equivalent major gift fundraiser