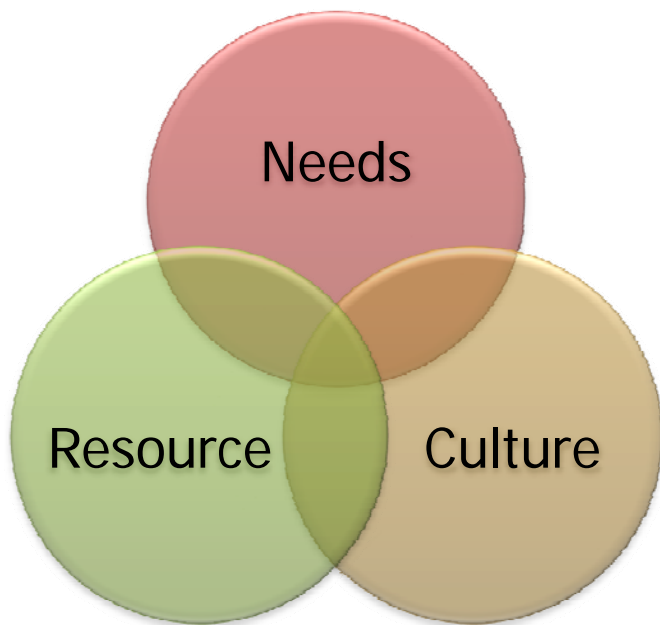


Case: Philanthropic Development in Korea

- How to work with Korean donors -

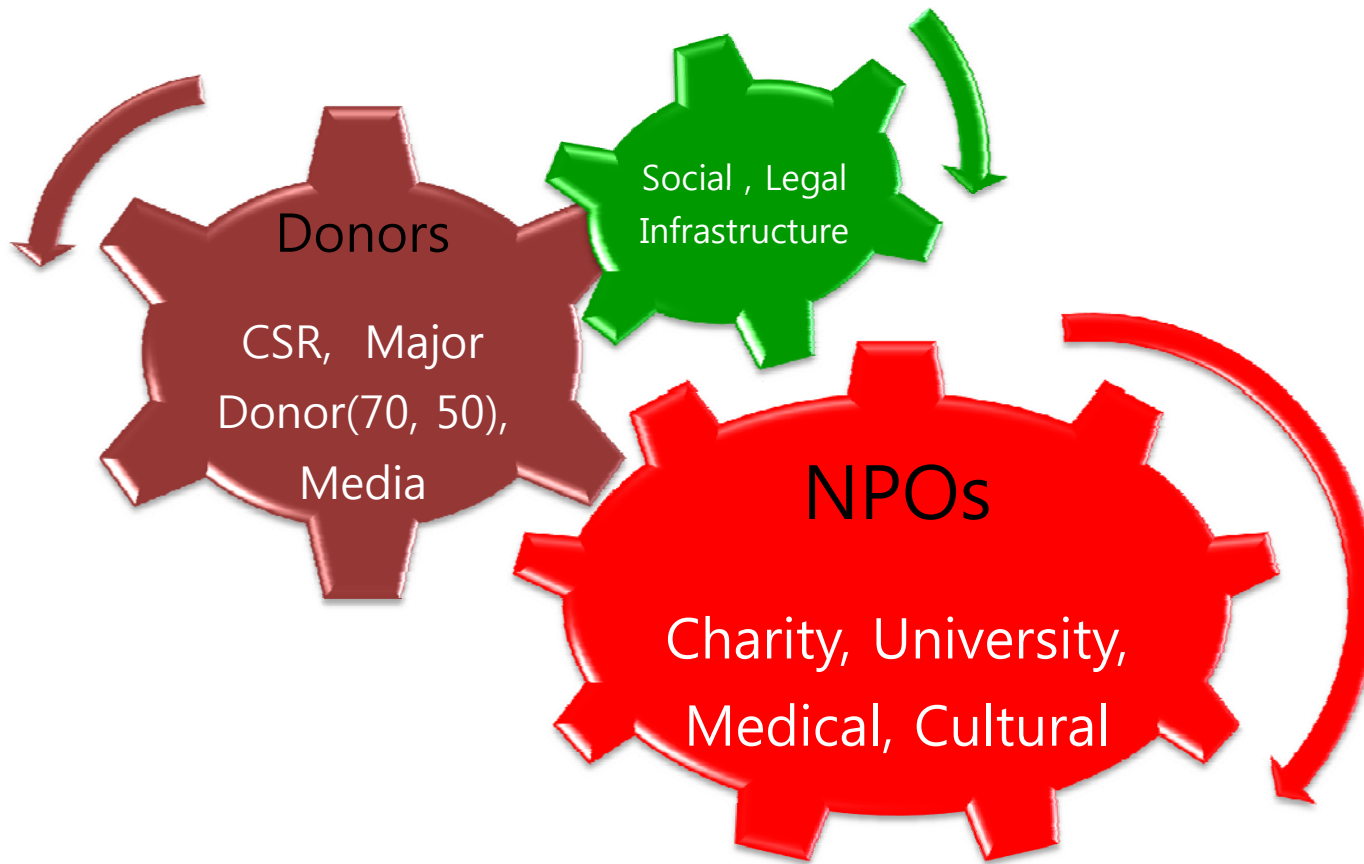
YoungWoo Choi; April 03, 2012
Doum & Nanum Brakeley, AFP 49th International
Conference on Fundraising;
Vancouver, BC, Canada

Dynamics of Philanthropic Development



	Key Factors
Needs	<ul style="list-style-type: none">-Consensus for 'who are responsible for social development- Governance Theory: Big vs Small Government- NPOs Attitude/ motive
Resource	<ul style="list-style-type: none">- CSR- Major Gift
Culture	<ul style="list-style-type: none">- Religious Background- War/Disaster- Exposure to Western Philanthropy-Attitude of government & media toward philanthropy

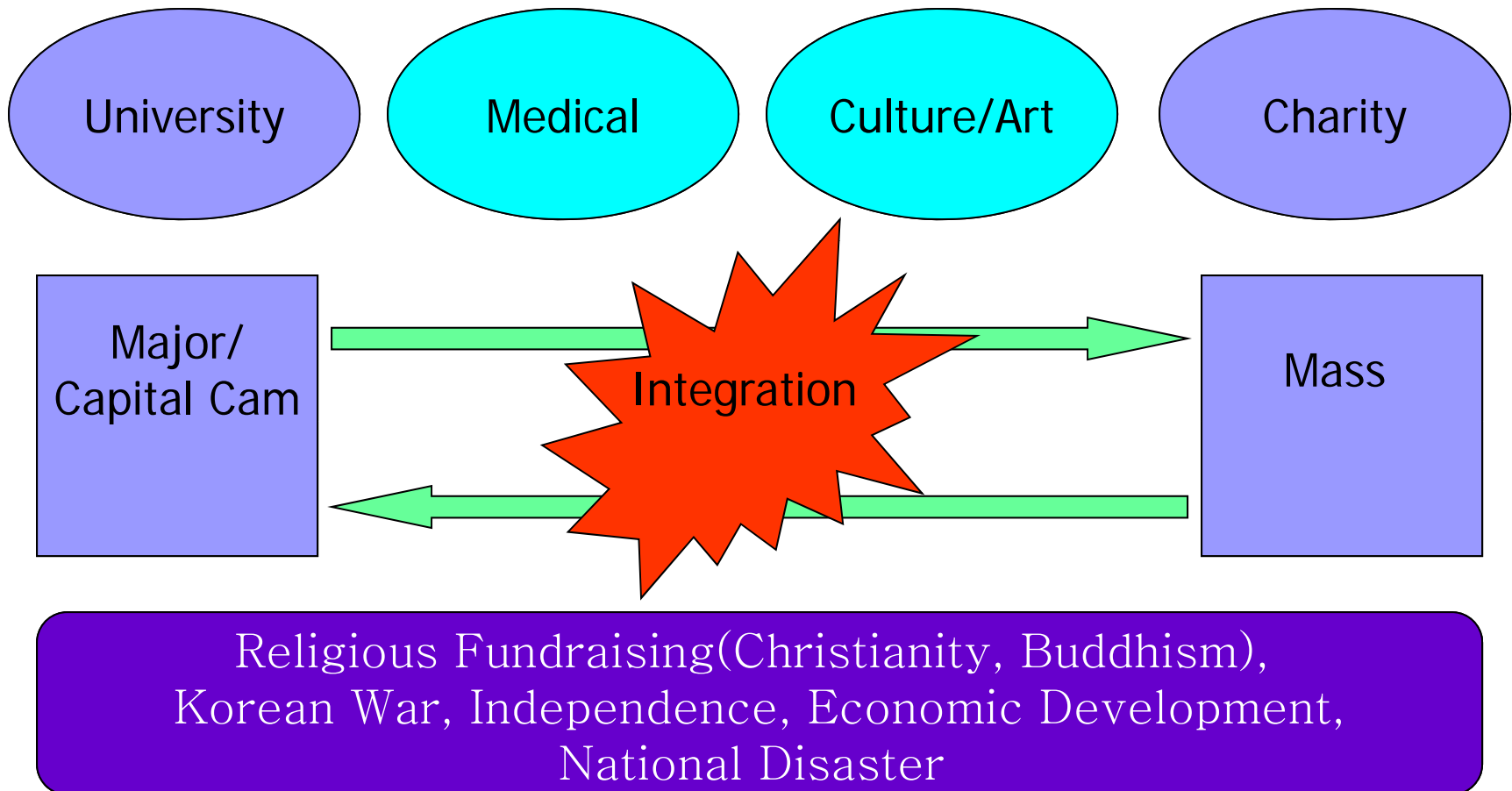
Philanthropic driving forces



Intuitive Comparison

	Needs=NPO's attitude	Resource	Culture
Korea	Red	Red	Red
Singapore	Red	Red	Red
Hongkong	Red	Red	Red
Taiwan	Yellow	Red	Yellow
India	Yellow	Red	Red
China	Yellow	Red	Yellow
Japan	Yellow	Red	Yellow

Diffusion Process of Fundraising Skill in Korea



What is happening in Korean Universities

- Competition on Capital Campaign
- Fundraising is becoming the 'change agent'
- Aggressive investment for Fundraising
- Rich 70s are responding

There are 400 university & college(50 public)

Seoul National University

Successfully finished their first capital campaign(2007-2010) to raise 350 Million USD

Fundraising Staff: from 1 to 25



Campaign Public Launch,
October 14th,2008

KAIST

(Korea Advanced Institute of Science and Technology)

Dr. Ryu donated 58 Million USD to KAIST in 2008 and died last year under blessing of KAIST



Hospitals are coming.....



Campaign Steering Committee





Asking Training





Small Christian School Raised 2.5 M USD to build new school building. They are considering 5M campaign

Anatomy of Donors in Korea

	Corporation	Major Donor (from Property)	Major Donor (from Income)
Education	Alumni Network-Big money Research Grant Building/Program Chair Program Win Win Project	Legacy Naming building and program	Parents giving Giving club Premium Annual Giving
Medical	(limited)	Legacy Major gift	growing
Culture	Sponsorship Infrastructure Scholarship	Selective Mania response	
Charity	Corporate Philanthropy Strategic Approach Cause-Related-Marketing	Increasing	Rapidly growing

We were ready to hear

- “Do not let anybody to die for starving within 10 Km from our house” family *code of conduct of Choi’s(around 200 years ago)*
- First country to use double entry system in the world(100 years before Italy)
- Long history of Buddhist, Confucian philanthropic culture
- Dynamic Christian Community

But long way to go...

- Corporate Driven
- No Clear Division of Corporate Philanthropy and Businessmen's Philanthropy
- 500,000 Prospect Major Donor Households didn't wake up
- Welfare Driven Fundraising
- Low standard of prevailing practice of NPO governance and BOD development
- Human Resources

What they did

- They believed in the fact that “western model will work also in Korea.”
- SNU asked consultancy to do ‘planning study for campaign’
- He sell the ‘organized approach’ internally
- Development team
- Prospect Research
- Revitalized ‘strategic planning’
- Volunteer leadership
- Weekly fundraising meeting



How to work with Korean donors

Motivation

- Position Korea in Global Setting
- Payback
- They make most of their money out of Korea
- Integrate to the 'main stream society'
- Family matters

Korean donors for Non-Korean NPOs: They are....

- Big Corporation- Samsung, LG, Hyundai, SK...
- Rich Business person(Christian background)
- Korean Diaspora
- Parents
- Alumni
- Public sector

Cosmopolitan or nationalistic
Big picture or relationship
Donor or 'in between'

Strengthen your 'case for support'

- Good for world especially for Korea
- If possible, engage Korean partner in the game
- Donor Recognition must be extended to Korea: 'They want to show that they are alive'
- Anonymity?
- Both Big picture and relationship
- Show respect and have curiosity
- Comparing Japan?

Engage Volunteer Leadership

- Both Group approach and private approach
- Multiple ambassador
- If possible, invite them as a campaign member
- Watch internal conflict within Korean group

Prospect Research

- Online search and profiling in Korea is promising (alumni, parents)
- Ask people (your natural partner)

