Philanthropy and its associated actions toward higher education are understudied around the world. In the United States, where giving towards higher education is well established, voluntary dollars given to support colleges and universities reached new highs in 2014. Individuals, foundations, corporations and other organizations contributed nearly $37.5 billion to American colleges and universities, according to the Council for Aid to Education. While this level of giving is impressive and can have major effects on the institutions, the students, faculty, staff, and communities that received the funds, fundraising success is not evenly distributed across the sector. The top 20 fundraising institutions in 2014—which account of less than one-half of one percent of all U.S. degree-granting institutions—accounted for 28.6% ($10.7 Billion) of the overall total.

Outside of the United States philanthropic giving and the professionalization of the fundraising field for higher education is much more nascent—yet it is increasing. The relative youth of both the field and philanthropic giving is mostly out of only a recent need to find funding beyond government appropriations. As such there is little written about philanthropic giving or fundraising, from an academic or even practitioner perspective, outside of the United States.

Surprisingly, this dearth of literature even extends to the United States, where voluntary giving towards higher education has existed for nearly four centuries. It is simply the case, that while there is a need to understand giving—its effects, donor motivations, organizational operations, etc. both in well-established and more emerging cultures—few pages of academic journals or books are devoted to the study of philanthropic giving.

There is an emerging field of philanthropic scholars in the field of higher education. Beginning with publishing of *The Campus Green: Fund Raising in Higher Education* as part of the Association of the Study of Higher Education (ASHE) research report series in 1990, a handful of scholars, such as myself, Alberto Cabrera, Timothy Caboni, Charles Clotfelter, Amy Wells Dolan, Marybeth Gasman, Frances Huehls, Stanly Katz, James Monks, Eve Proper, Genevieve Shaker, John
Thelin, Richard Trollinger, Andrea Walton, David Weerts, and a growing number of scholar-practitioners have come to establish the field of study. We have looked at the cultivation of prosocial and other philanthropic behaviors, donative motivation, the development of theory and practice in fundraising and marketing, and the effect philanthropy has on governance and organizational effectiveness, just to name a few. We have used the disciplines and fields of anthropology, biology, business, economics, education, history, marketing, political science, public policy, religion, social psychology, and sociology in this interdisciplinary field to do our scholarship. Yet, there are still questions to ask and theories to be developed.

Alphin, Lavine, Stark, and Hocker’s *Facilitating Higher Education Growth through Fundraising and Philanthropy* is the next contribution to the field. These relative new-comers to the study of philanthropy and fundraising came together and edited a book full of other new voices that further push the scholarly and practitioner conversations forward. They do this through a number of essays and empirical pieces that update answers to long standing questions and raise new queries regarding the field in the U.S. and abroad.

Within *Facilitating Higher Education* the authors continue to build on an emerging literature that helps expand our conception of philanthropy and its donors. The authors do this through essays and research that look at both donors and solicitation practices that are often overlooked by practitioners and scholars alike. In particular, the work of Sabithulla Khan, that offers a theoretical framework for contextualizing Islamic philanthropy towards higher education, further expands our understanding of cultures of giving in a religious minority that is often misunderstood and certainly under-researched within philanthropic studies. Similarly, the chapter by two of this book’s editors, Henry C. Alphin Jr. and Jennie Lavine, that looks at philanthropic potential for institutions of higher education in the Middle East and North Africa—and in particular the Gulf countries, explores the globalization of the philanthropic giving toward higher education through the case of an emerging higher education sector. Fabrice Jaumont, additionally, writes about the globalization of higher education philanthropy as he joins the long standing conversation on donor control. Specifically, he looks at the uneven partnerships of U.S. foundations and universities in sub-Saharan Africa. While others have similar research questions, Jaumont calls for the use of a neo-institutional interpretation when trying to assess a foundation’s involvement in a different country and culture.

Along with essays looking at different cultures of giving this book offers two chapters that take a look at new fundraising strategies that are based on social media and the Internet, more specifically through Twitter and crowdfunding. While fundraising tools and mechanisms are continually changing and will continue to evolve as technology progresses, these essays are most compelling to me, not for
their particular cases, but as ways to engage new donors—younger alumni and donors from the millennial generation—meeting them where they are in relevant, contemporary mechanisms.

Philanthropy and fundraising is playing an increasingly important role in American higher education and across the globe. As such, there is a need for more research that not only describes best-practices but builds theory and understanding of how philanthropic giving works within the context of higher education. The insights contained in these essays provide us with an opportunity to better understand emerging practices, new cultures of giving, and reflect on more established aspects of our field in new ways. I welcome them into the ongoing and emerging discussion. I hope that these new voices remain a part of the conversation for decades to come.

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