Campaign Planning

Administrative Leadership Meeting

Nevin E. Kessler
Vice Chancellor for University Advancement

November 6, 2012
The Next Campaign

Silently launch on July 1, 2013 at the end of the year-long 125th Anniversary Celebration

Tentatively planning for an eight year campaign, with a goal of $1.5 billion

Focus campaign on building the University’s Endowment – at least 33% of the goal

Significant expansion in the number of donors to this campaign
Campaign Planning

- Continued growth in fund raising

- Hired campaign counsel Bentz Whaley Flessner
  - Internal campaign readiness assessment
  - Feasibility study
Continued Growth in Fund Raising
Gifts & New Commitments Results
Grew 24% from FY09 to FY12

FY09: $89,434,944
FY10: $77,959,944
FY11: $94,756,666
FY12: $100,323,833
FY13 GOAL: $103,300,000
Gift Receipts Results
Grew 12% from FY09 to FY12
Annual Giving Results

Alumni Giving grew 105% from FY09 to FY12

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<tr>
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<th>Alumni Dollars</th>
<th>Total Dollars</th>
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<tr>
<td>FY09</td>
<td>$729,901</td>
<td>$772,566</td>
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<td>FY10</td>
<td>$979,031</td>
<td>$964,899</td>
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<td>FY11</td>
<td>$1,105,185</td>
<td>$1,385,375</td>
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<td>FY12</td>
<td>$1,531,408</td>
<td>$1,863,991</td>
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<td>FY13 Goal</td>
<td>$2,000,000</td>
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In FY2012, NC State’s participation rate increased to 13.5%
Solicitation Activity
(Through Sept. 18, 2012)

We are actively soliciting major gifts
- 308 proposals pending
- $122,250,000 pending

We plan to solicit even more
- 237 proposals submitted
- $13,177,010 in “new asks”
Internal Campaign Readiness Assessment
Internal Campaign Readiness Assessment

- Dozens of interviews with senior and mid-level staff
- Electronic survey of all Advancement personnel
- Analytics of accumulated data
- Interim report delivered in May
- Sixteen recommendations to get ready
Recommendations

- Increase productivity of existing fund raisers
- International efforts – Asia and Middle East
- Parents major gift program
- Add fund raising and operations positions (19)
- Increase circulation of NC State magazine
- Cost/benefit analysis of Alumni Association membership model
Recommendations

- Implement campaign procedures and policies – and follow them
- Train, train and train some more
- Conduct a records and gift processing audit to increase efficiency and improve quality of information
- Enhance capacity in analytics
Feasibility Study
Data Collection

- 49 interviews conducted by BWF consultants
- 182 interviews conducted by our own professional fund raisers
- Electronic survey – 561 respondents
- Analysis of our own data
What Did We Learn?

Leadership

- Chancellor Woodson and his senior management team are highly regarded.
- Expectations for board leadership in giving
- Wanted – Volunteer leadership
Development of Draft Campaign Prospectus

- Worksheets sent to all administrative and academic units

- Request for “big ideas” and funding needs tied to the strategic plan ($4.3B in ideas submitted!)

- Draft completed in late June; used in feasibility interviews
Case Prospectus

Focused on Themes

- Lead the nation in student success
- Recruit and support the best faculty
- Globalize the university
- Address society’s grand challenges
- Create jobs and economic value
- Enhance traditions
Case Statement

- Focus on some “Big Ideas”
- Provide giving opportunities listed by university and unit
Support for Endowment
Endowment - 2010-11
As of June 30, 2012, NC State’s endowment grew to $635 million

Source: VSE
Endowment Per Student 2010-11
As of June 30, 2012, NC State’s endowment per student totaled $18,264

Source: VSE
Endowment Fund Raising Results
Potential Donors
Prospects

- Top donors and potential donors are connected
- Untapped potential for seven and eight-figure gifts from new donors
Outreach

- Existing fund raisers **must** increase their **major gift** outreach activity.
  - Time spent analysis
  - Cost per dollar raised

- Chancellor and deans must be prepared to spend 25%+ of their time on fund raising.
Next Steps…

- Present the Feasibility Study
- Fund raising priorities
- Volunteer infrastructure & recruitment
- Training program
- Implement internal readiness assessment recommendations