Feasibility Study Details

- Conducted 26 interviews
- Tested 10 interest areas
- Total cost of study: $40,500
Recommendation: Campaign Goals

- Goal of $5 million in special campaign gifts

- Additional $5 to $10 million in other gifts:
  - Program support gifts
  - Annual support
  - In-Kind gifts
  - Realized planned gifts

- Campaign would include “Fund for the Future” for new deferred gifts

- Not counted:
  - Government grants
  - Investment income
Recommendation: Campaign Timeline

- Five year campaign to tie into 50th anniversary
- Gifts counted from 2013 through 2017
- 9 to 15 months planning period
Recommendation: Top Interest Areas from Case for Support

- Scholarships
- STEM
- University Center
- School Counts – Promise program
Recommendation: Preparation

- Gift policies and recognition
- Revise board committee structure to create efficiencies
- Complete staffing – align staff to campaign
- Projected costs of campaign: $250,000
- Donor engagement and cultivation for future support and leadership roles
Actions based upon Recommendations

- Revising gift policies and recognition
- Developing campaign plan for 2013–2017
- Consolidating foundation board committees
- Completing staff hiring for comprehensive fundraising program
- Developing campaign marketing plan
- Enhancing donor relationship building program
- Exploring campaign initiatives for consideration by Foundation Board
Campaign Progress to Date

- $3 million in-kind software gift
- $700,000 in new deferred planned gifts
- $240,000 in realized planned gifts
- Lead gift for campaign