

HARPER COLLEGE  
**PROMISE SCHOLARSHIP**

**TUITION EARNED**

# Tasks Completed To Date

- Work Groups Established & Meeting weekly
- One Page Information Document Created
- Web site Created with list of FAQs & e-mail alias
- Meetings with Incoming Freshmen & Parents
- Launch Celebration involving media & school districts
- Meetings with High School Counselors (in Progress)
- Announcement of lead gifts by Browns & Enders

# CAMPAIGN FOR PROMISE

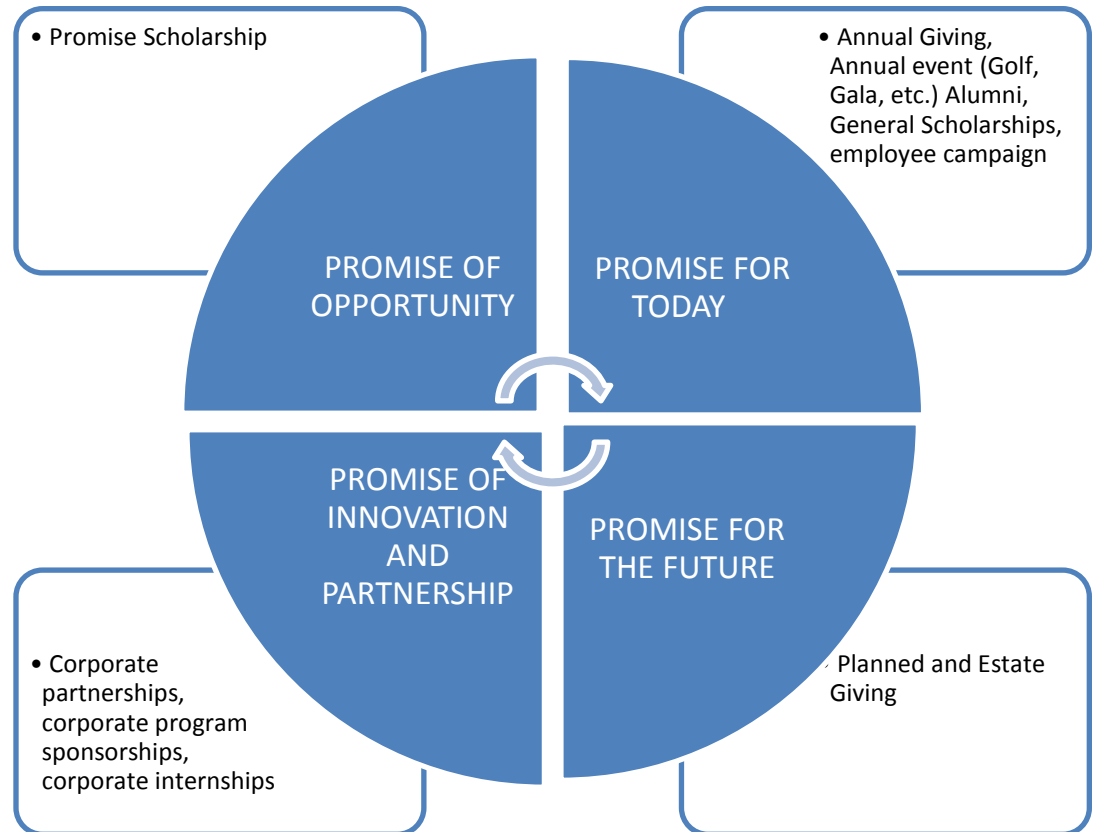
## CAMPAIGN ELEMENTS

***THE PROMISE OF A BRIGHTER FUTURE DEPENDS ON YOU!***

Over the past quarter, the foundation staff has been working with our campaign consultant, Bruce Berglund of Donor by Design, to establish the strategic directions and groundwork of the Promise Scholarship Campaign.

Through these discussions we also examined how the fund raising initiatives such as Annual Giving, Annual Events, Alumni, Planned Giving, etc. aligned with the Promise Scholarship Campaign.

In order to provide an array of opportunities for donors and align all the elements of the Foundation, we have developed the following campaign elements.



The **Campaign for Promise** allows the foundation to provide an all-encompassing focus on our fundraising efforts and provide direction to all the Board Committees on their roles on the comprehensive or major gift campaign over the next several years, while also allowing donors to contribute to the areas where they have interest and passion.

The results of this focus becomes an 18.5 million dollar campaign over five years, (2013/14 – 2017/2018).

	Foundation Board Committee Focus	5 year Targets
<b>PROMISE OF OPPORTUNITY</b> <ul style="list-style-type: none"> <li>• Promise Scholarships</li> <li>○ Institutional Promise commitment</li> </ul>	Individual Major and Planned Giving Committee Corporate and Foundation relations committee	\$5,000,000 \$5,000,000
<b>PROMISE OF PARTNERSHIP</b> <ul style="list-style-type: none"> <li>• University Center</li> </ul>	Corporate and Foundation Committee Major Individual and Planned Giving Committee,	\$2,000,000 & in-kind
<b>PROMISE FOR THE FUTURE</b> <ul style="list-style-type: none"> <li>• Planned Giving</li> </ul>	Harper Professional Advisors / Planned Giving	
<b>PROMISE FOR TODAY</b> <ul style="list-style-type: none"> <li>• Annual Commitments/General Scholarships / Alumni / Annual Events/ Employee campaign/ Grants</li> </ul>	Annual Giving Committee, Alumni Committee, Scholarship Committee, Annual Events Committees (Golf, Gala), Employee committee	\$3,000,000
<b>PROMISE OF INNOVATION</b> <ul style="list-style-type: none"> <li>• Program Support</li> </ul>	Corporate and Foundation Committee, Individual Major and Planned Giving Committee	\$3,500,000

**Campaign for Promise  
Projected Fundraising Goals**

	Year 1 (Actual) FY2013/2014	Year 2 FY14/15 (thru 2-28-15)	3-1-15 thru 4-8-15	Total to Date	FY14/15 proj	Year 3 FY-2015/2016	Year 4 FY-2016/2017	Year 5 FY-2017/2018	Total
Promise Scholarship (Promise of Opportunity)									
Institutional Promise	5,000,000			5,000,000					5,000,000
Others	55,357	130,560	380,315	566,232	683,768	1,250,000	1,250,000	1,250,000	5,000,000
									-
University Center (Promise of Partnership)	-					675,000	675,000	650,000	2,000,000
Program Support ( Promise of Innovation)	1,000,000	577,580		1,577,580	-	550,000	600,000	650,000	3,377,580
									-
Annual Commitments (Promise for Today)	1,046,151	318,795		1,364,946	222,205	525,000	525,000	525,000	3,162,151
									-
<b>Total</b>	<b>7,101,508</b>	<b>1,026,935</b>	<b>380,315</b>	<b>8,508,758</b>	<b>905,973</b>	<b>3,000,000</b>	<b>3,050,000</b>	<b>3,075,000</b>	<b>18,539,731</b>
Planned Giving (Promise for the Future)	676,000	408,000							25,000,000
<b>Total</b>	<b>7,777,508</b>	<b>1,434,935</b>							