

# University Senate Meeting

April 17, 2017

## Office of Advancement Development Update

---

*Mike Kessler*

*Interim Vice President for Development*

# Who we are and what we do:

## Team of 37 professionals:

**Alumni Affairs: 5**

**Annual Giving: 4**

**Donor Relations and Stewardship: 1**

**Foundation Management and Accounting: 7**

**Major / Constituent Gifts: 9**

**Operations: 7**

**Support Staff: 4**

# Development Goals for FY2017

## 1.) Dollars Raised:

\$15,050,000

## 2.) Total Donors:

5,900

## 3.) Alumni Giving Participation %:

4.5% (=2,300 alumni donors)

# Development Goals for FY2017: ~~Dollars Raised~~

New Philanthropic Activity  
Goal = \$15,050,000

Definition: New gifts, pledges, and planned gift commitments.

Does NOT = cash in hand or pledge payments.

# Development Goals for FY2017: New Philanthropic Activity

FY17 To Date: \$11,211,190 (74% to goal)

## Top Gifts in FY2017

- \$1,000,000 –Pediatric Oncology Research
- \$500,000 – Neuroscience Chair
- \$300,000 – Rural Health Initiatives
- \$260,145 – MCG Faculty Support
- \$250,000 –Pediatric Oncology Research
- \$250,000 –Cancer Immunotherapy Research
- \$133,333 – MCG Scholarship
- \$125,140 – Jazz Scholarships / Music Support
- \$100,000 – Scholarships / Hull College of Business



# Key Points:

## 1.) Major Gifts Drive the Bottom Line

90/10 Rule: Approximately 90% of dollars to an organization are given by only 10% of the donors

## 2.) Nationally, over 70% of gifts to education are from individuals

Only 10% from corporations; balance from private foundations  
Relationships and engagement are instrumental to process

## 3.) Major gifts are made for specific/restricted purposes

Alignment with donor interest and passion  
Major donors are entrepreneurial and looking for ROI

# Development Goals for FY2017: Total Donors

FY17 goal: 5,900



Great success with IGIVE Campaign;  
Increase of 730 faculty/staff donors from FY16

FY17 to date: 5,609 (95% to goal)

# Development Goals for FY2017: Alumni Participation %

FY17 goal: 4.5% (2,300 alumni donors)

Overhaul and revision of annual giving activities, including:

On site Call Center with AU Students

Implementation of comprehensive direct mail

New electronic strategies; e-solicitations, MobileCause utilization

FY17 to date: 1,839 donors / (80% to goal)





# Fiscal Year 2018 and Beyond

## Comprehensive Campaign!!!

- Strategic Planning
- Personnel Alignment
- Foundation/Volunteer Engagement
  - Dean/Faculty Engagement
  - Case/Priority Development
- Lead Gift Cultivation and Solicitation