

Strategic Resource Allocation & Expansion

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North Carolina Agricultural and Technical State University

Explore. Discover. Become.



A Brief Campaign Summary

"From Generation To Generation: The Campaign for North Carolina A&T State University"

- Campaign Duration: July 1, 1999 - April 25, 2007
- Campaign Goal: \$100 million
- Campaign Committee: 21 members





A Brief Campaign Summary

- Consulting Firm: Ketchup, Inc.
- Recommendations: \$50 million goal based on limited constituency sample of 50 confidential interviews





A Brief Campaign Summary

- Challenges:

- » Few staff members were seasoned in the art and science of development
- » Limited resources for staff
- » Discrepancies in campaign counting and final numbers
- » Campaign was suspended early





A Brief Campaign Summary

- Lessons Learned:
 - » Have as many committed/experienced leaders in place as possible

 - » Develop a simple, focused case statement that all can recite





A Brief Campaign Summary

- » Rely less on corporate gifts as part of the overall campaign goal
- » Include Deans and Athletics in the early planning to include their goals and priorities





A Brief Campaign Summary

- » Begin campaign planning early during the quiet phase
- » Plan the "Kick-Off Event" When at least 60-70% of goal has already been raised
- ❖ Key Notes: Trust the process. In a campaign, there are few substitutes for current cash gifts





Considering A New Campaign

- » Campaign Assessment - The Feasibility Study
- » The Professional Consultant
- » The Case Statement
- » Donors and Development Readiness
- » Recommendations





Campaign Assessment

- Assess the capacity and readiness of NC A&T State University to conduct a comprehensive campaign
- The feasibility study should be conducted by a reputable fundraising consultant





Areas the Feasibility Study Should Address

- Leadership
- The Case Statement for a Campaign
- Prospective Donors
- Advancement Readiness & Timeline





The Process by the Professional Consultant

- Internal meetings with administrators, staff and volunteers
- Analyze data and review comments and materials
- Interview select leaders and prospective donors (BOT, BOV, Foundation Board, AAF Board, School & College Advisory Boards)
- Survey Leadership Boards
- Timeline





Leadership

- Assess how the Chancellor is perceived
- Analyze internal campaign leadership
- Identify volunteers for campaign leadership
- Review boards and councils associated with Schools and Colleges





The Case Statement

- What will be the verbiage as a foundation for the campaign? Will it inspire? Will it motivate?
- What should be the dollar goal?
- Does the timing feel right for perspective donors?
- The advantage of securing a high percentage of the goal during the quiet phase
- What are the key priorities for the campaign?





Prospective Donors

- Interview prospective donors (at least 5% alumni/friends)
- Consultant would develop and execute interviews with alumni, friends and top donors
- What is the confidence level for starting a successful campaign?
- Where does A&T stand in your giving priorities?





Development Readiness

- Provide a current description of the Advancement organization
- Communication/Marketing
- System and Records
- Gift Accounting
- Advancement Resources





Recommendations

- Following the assessment, the professional consultant will provide recommendations

