

# University Advancement

Vice Chancellor's Report

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Vice Chancellor for University Advancement

April 17, 2015



**North Carolina Agricultural and Technical State University**



# Agenda

- FY15 Fundraising Reports
- 125<sup>th</sup> Anniversary Fundraising Planning
- Division Updates
- Alumni Engagement



## Fundraising Overview

- \$4,582,926 in gifts and commitments through March 31, 2015
- Down period to period - \$460,000
- Majority of support derived from corporations, foundations, and other organizations at 49%, up from 45%
- Alumni support accounts for 36% of total, up from 33%
- 90% of gifts/new commitments are for current use (vs. 91%)
- 28 major gifts (Less than 1%) account for 48% of our gifts and commitments, while 6,208 gifts account for the other 52%



## Gifts/New Commitments by Constituency and Type

<i>July 1, 2014 – March 31, 2015</i>						
CONSTITUENT	PLEDGES	OUTRIGHT GIFTS	GIFTS IN KIND	REALIZED PLANNED GIFTS	DEFERRED PLANNED GIFTS	TOTAL
ALUMNI	\$782,100	\$766,354	\$200	\$35,947	\$50,000	\$1,634,601
CORPORATE	\$345,000	\$1,484,658	\$19,026	\$0	\$0	\$1,848,684
FOUNDATION	\$0	\$164,173	\$0	\$0	\$0	\$164,173
NON-ALUMNI	\$53,975	\$657,475	\$8,150	\$0	\$0	\$719,599
OTHER ORGS	\$0	\$215,368	\$0	\$0	\$0	\$215,368
<b>TOTAL</b>	<b>\$1,181,075</b>	<b>\$3,288,028</b>	<b>\$27,376</b>	<b>\$35,947</b>	<b>\$50,000</b>	<b>\$4,582,426</b>

<i>July 1, 2013 – March 31, 2014</i>						
CONSTITUENT	PLEDGES	OUTRIGHT GIFTS	GIFTS IN KIND	REALIZED PLANNED GIFTS	DEFERRED PLANNED GIFTS	TOTAL
ALUMNI	\$623,362	\$712,432	\$93	\$250,000	\$0	\$1,335,887
CORPORATE	\$66,095	\$1,602,231	\$113,605	\$0	\$0	\$1,781,931
FOUNDATION	\$132,000	\$318,307	\$0	\$0	\$0	\$450,307
NON-ALUMNI	\$87,197	\$928,697	\$113	\$0	\$0	\$1,016,007
OTHER ORGS	\$25,000	\$180,190	\$301	\$0	\$0	\$455,491
<b>TOTAL</b>	<b>\$933,654</b>	<b>\$3,741,857</b>	<b>\$114,112</b>	<b>\$250,000</b>	<b>\$0</b>	<b>\$5,039,623</b>



## Gifts/New Commitments By Purpose

<i>July 1, 2014 – March 31, 2015</i>		
	<b>Objective</b>	<b>Amount</b>
Endowment	Facilities	\$0
	Faculty	\$0
	Programmatic	\$1,115
	Scholarships	\$469,859
<b>Subtotal Endowment</b>		<b>\$470,974</b>
Current Use	Facilities	\$17,465
	Faculty	\$10,019
	Programmatic	\$2,353,311
	Research	\$446,087
	Scholarships	\$750,636
	Unrestricted	\$534,433
<b>Subtotal Current Use</b>		<b>\$4,111,952</b>
<b>Grand Total</b>		<b>\$4,582,926</b>



## Gifts/New Commitments by School/College

<i>July 1, 2014 – March 31, 2015</i>						
<b>SCHOOL/COLLEGE</b>	<b>PLEDGES</b>	<b>OUTRIGHT GIFTS</b>	<b>GIFTS IN KIND</b>	<b>REALIZED PLANNED GIFTS</b>	<b>DEFERRED PLANNED GIFTS</b>	<b>TOTAL</b>
UNIVERSITY-WIDE	\$507,601	\$1,088,688	\$18,431	\$0	\$50,000	\$1,664,720
ENGINEERING	\$155,775	\$944,369	\$595	\$0	\$0	\$1,100,739
ARTS & SCIENCES	\$49,698	\$621,888	\$8,350	\$35,947	\$0	\$715,883
ATHLETICS	\$132,301	\$247,843	\$0	\$0	\$0	\$380,144
BUSINESS & ECONOMICS	\$157,080	\$135,870	\$0	\$0	\$0	\$292,951
AG & ENV SCIENCES	\$109,896	\$71,124	\$0	\$0	\$0	\$181,020
TECHNOLOGY	\$10,275	\$81,536	\$0	\$0	\$0	\$91,811
NURSING	\$36,786	\$26,794	\$0	\$0	\$0	\$63,580
EDUCATION	\$14,972	\$48,243	\$0	\$0	\$0	\$63,215
INTERDISCIPLINARY	\$1,282	\$21,285	\$0	\$0	\$0	\$22,567
LIBRARY	\$2,720	\$803	\$0	\$0	\$0	\$3,523
INSTITUTIONAL RESEARCH	\$1,520	\$10	\$0	\$0	\$0	\$1,530
GRADUATE STUDIES	\$1,168	\$75	\$0	\$0	\$0	\$1,243
<b>TOTAL</b>	<b>\$1,181,075</b>	<b>\$3,288,528</b>	<b>\$27,376</b>	<b>\$35,947</b>	<b>\$0</b>	<b>\$4,532,926</b>



## Gifts/New Commitments by Gift Size – FY15

Gift Size	Last Year		This Year	
	Gifts	Gifts Total	Gifts	Gifts Total
\$1,000,000 - \$4,999,999	0	\$ -	0	\$ -
\$500,000 - \$999,999	1	\$ 812,653	1	\$ 520,000
\$250,000 - \$499,999	1	\$ 250,000	2	\$ 674,525
\$100,000 - \$249,999	6	\$ 882,025	2	\$ 300,000
\$50,000 - \$99,999	8	\$ 547,000	6	\$ 416,500
\$25,000 - \$49,999	23	\$ 670,491	17	\$ 535,897
\$10,000 - \$24,999	19	\$ 270,500	23	\$ 320,945
\$5,000 - \$9,999	47	\$ 266,314	50	\$ 295,997
\$1,000 - \$4,999	469	\$ 670,738	421	\$ 674,792
\$500 - \$999	332	\$ 178,849	389	\$ 240,841
\$250 - \$499	701	\$ 205,379	1,037	\$ 293,252
\$1 - \$249	4,164	\$ 285,674	4,288	\$ 309,677
<b>Totals</b>	<b>5,771</b>	<b>\$ 5,039,623</b>	<b>6,236</b>	<b>\$ 4,582,246</b>



# 125<sup>th</sup> Anniversary Fundraising

- **Anniversary Goal**
  - Raise \$125,000 for scholarship support
  - Augmented by a matching challenge of \$125,000 for a grand total of \$250,000
- **Solicitation Methods**
  - Direct Mail Appeals
  - Aggie Call Center
  - Peer to Peer Campaigns
  - Student Giving Campaign
  - 24-Hour Giving Campaign
  - Chancellor's Video
  - Social Media
  - Mobile Giving
  - Sponsorships
  - Restaurant/Local Businesses Day





# University Advancement Updates

- **Personnel**
  - AVC for Development
  - AVC for Advancement Services
  - Director of Donor Relations & Stewardship
  - Director of Gift Planning
- **Budget**
  - Developing Campaign Budget
  - Concern for Governor's Budget
  - Leveraging General Administration
- **Title III**
  - All impacted donors have been notified
  - Fielded calls from several donors
  - Impact to current commitments minimized



# University Advancement Updates - Campaign Planning

- **Volunteer Structure**
  - Ongoing recruitment of key volunteers
  - Already engaged BOV Campaign Cultivation Committee
- **Internal Infrastructure**
  - Advancement Services and Development team
  - Policies and procedures
- **Refine Case for Support**
  - Initial tier to match up with working goal
  - Secondary tier to align with additional college and school priorities
- **Principal/Leadership Gifts**
  - Identification and strategies
- **Campaign Counting**



# Campaign Planning – Gift Table and Prospects

Number of Gifts Needed	Gift Size	Gift Amount	Category Total	Category Percent of Total	Cumulative Percent of Goal	Number of Rated Alumni Prospects	Number of Rated Non-Alumni Prospects
1	\$ 10,000,000	\$ 10,000,000	\$ 10,000,000	11.8%	11.8%	0	3
4	\$ 5,000,000	\$ 20,000,000	\$ 30,000,000	23.5%	35.3%	0	0
5	\$ 2,500,000	\$ 12,500,000	\$ 42,500,000	14.7%	50.0%	0	0
8	\$ 1,000,000	\$ 8,000,000	\$ 50,500,000	9.4%	59.4%	3	21
15	\$ 500,000	\$ 7,500,000	\$ 58,000,000	8.8%	68.2%	0	0
20	\$ 250,000	\$ 5,000,000	\$ 63,000,000	5.9%	74.1%	0	29
50	\$ 100,000	\$ 5,000,000	\$ 68,000,000	5.9%	80.0%	54	76
80	\$ 50,000	\$ 4,000,000	\$ 72,000,000	4.7%	84.7%	0	0
Many at or under	\$ 25,000	\$ 13,000,000	\$ 85,000,000	15.3%	100.0%	684	391



# QUESTIONS?