



NORTH CAROLINA AGRICULTURAL  
AND TECHNICAL STATE UNIVERSITY

# CAPITAL CAMPAIGN

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Board of Visitors Update

Natalie Brown – Chair

February 17, 2017

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*AGGIES* **DO**

# BOARD OF VISITORS CAMPAIGN PLAN

The Board of Visitors has committed to raise \$1.5 MM towards the Capital Campaign in the following ways:

- Committed to 100% participation by making a substantial gift of their own
  - Each member will meet with Advancement to discuss their individual gift
- Identify potential individual and corporate donors
- Host 3-4 gatherings to raise awareness about the University and opportunities for philanthropic support
- Identify opportunities for friend-raising and donor cultivation
- Assist the Cultivation Committee in engaging new donors

# BOARD OF VISITOR CHALLENGES

The Board of Visitors has a few challenges to overcome in their fund-raising efforts:

- Lack of full attendance for bi-annual BOV meetings
- Limited engagement and participation in committee meetings
- Only 50% of the BOV has donated any funds to the university at this time
  - The majority of the gifts are less than \$5,000
- There is no shared goal for giving as a member of the BOV
- Minimal communications on our campaign progress and activities

## RESOURCES NEED TO SUPPORT BOV

The Board of Visitors could benefit from the following in support of the capital campaign

- Increased expectations on attendance and committee engagement
- Support in identifying a minimum gift to the university for serving on the BOV
- Engagement with the BOT to help boost participation and foster financial support
- Increased communications on the campaign progress and activities underway



THANK YOU