



NC STATE UNIVERSITY

**125**  
YEARS

# Campaign Planning

## Administrative Leadership Meeting

**Nevin E. Kessler**

Vice Chancellor for University Advancement

November 6, 2012



# The Next Campaign

Silently launch on July 1, 2013 at the end of the year-long 125<sup>th</sup> Anniversary Celebration

Tentatively planning for an eight year campaign, with a goal of \$1.5 billion

Focus campaign on building the University's Endowment – at least 33% of the goal

Significant expansion in the number of donors to this campaign





# Campaign Planning

- Continued growth in fund raising
- Hired campaign counsel Bentz Whaley Flessner
  - Internal campaign readiness assessment
  - Feasibility study







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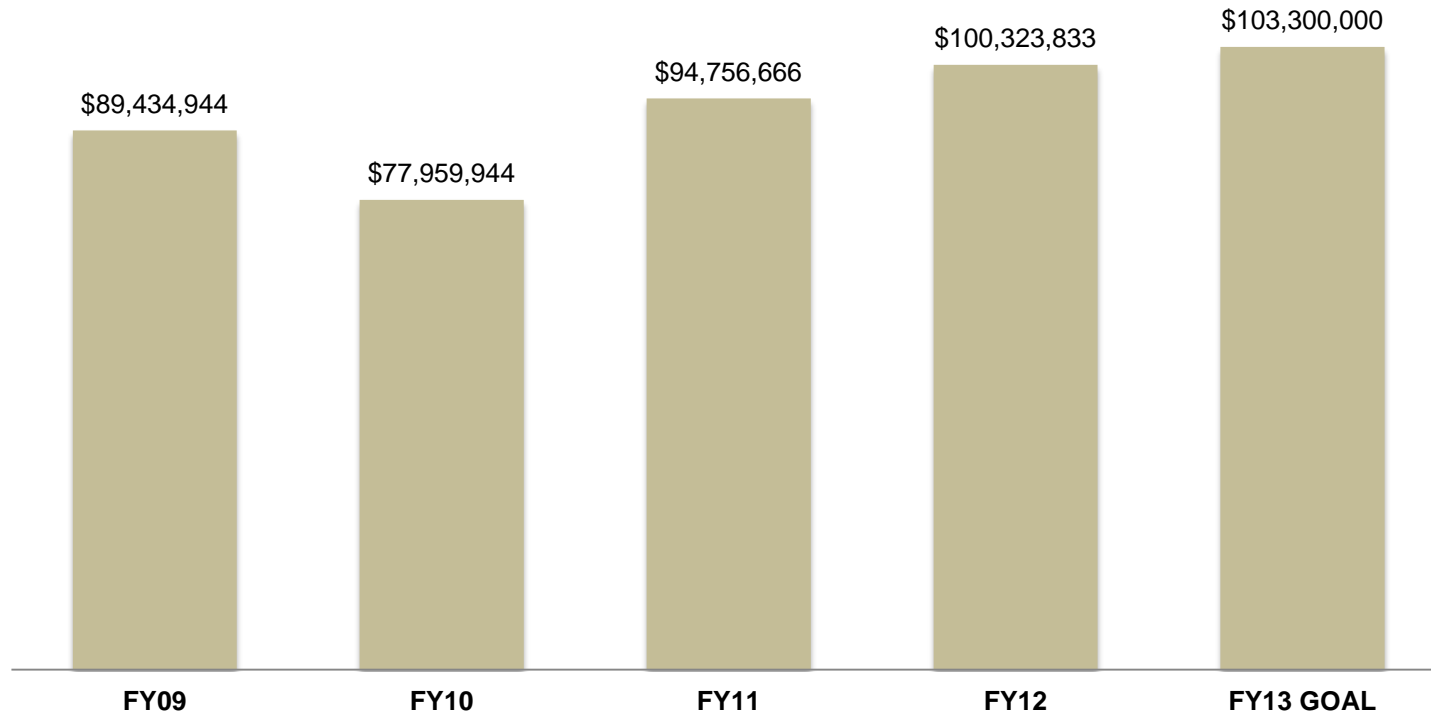
# Continued Growth in Fund Raising





# Gifts & New Commitments Results

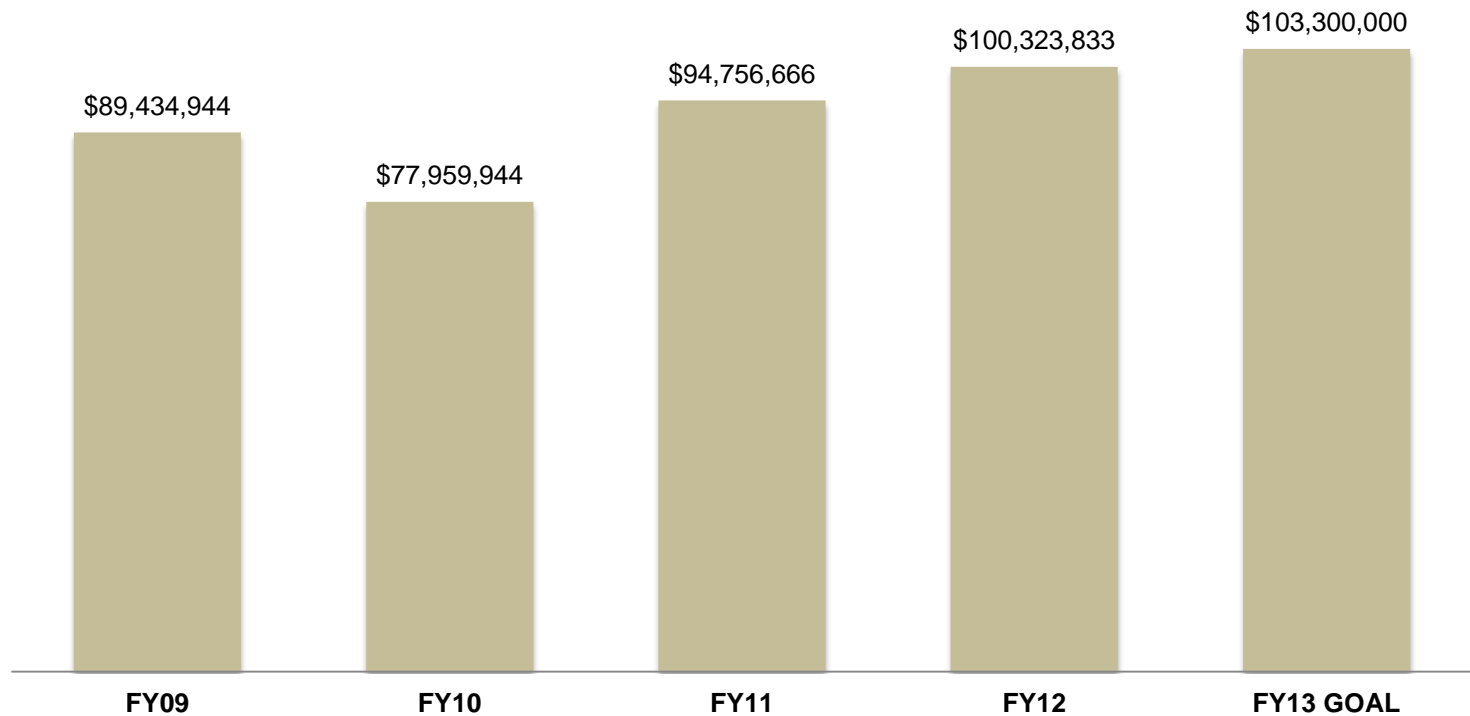
Grew 24% from FY09 to FY12





# Gift Receipts Results

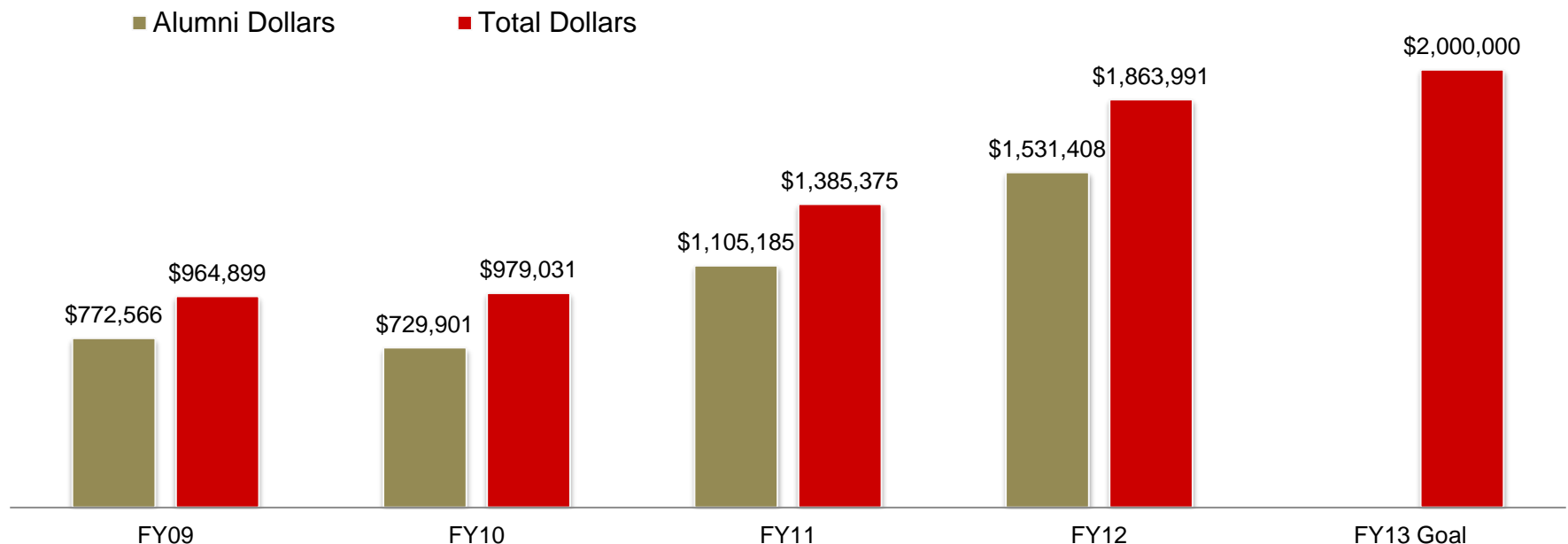
Grew 12% from FY09 to FY12





# Annual Giving Results

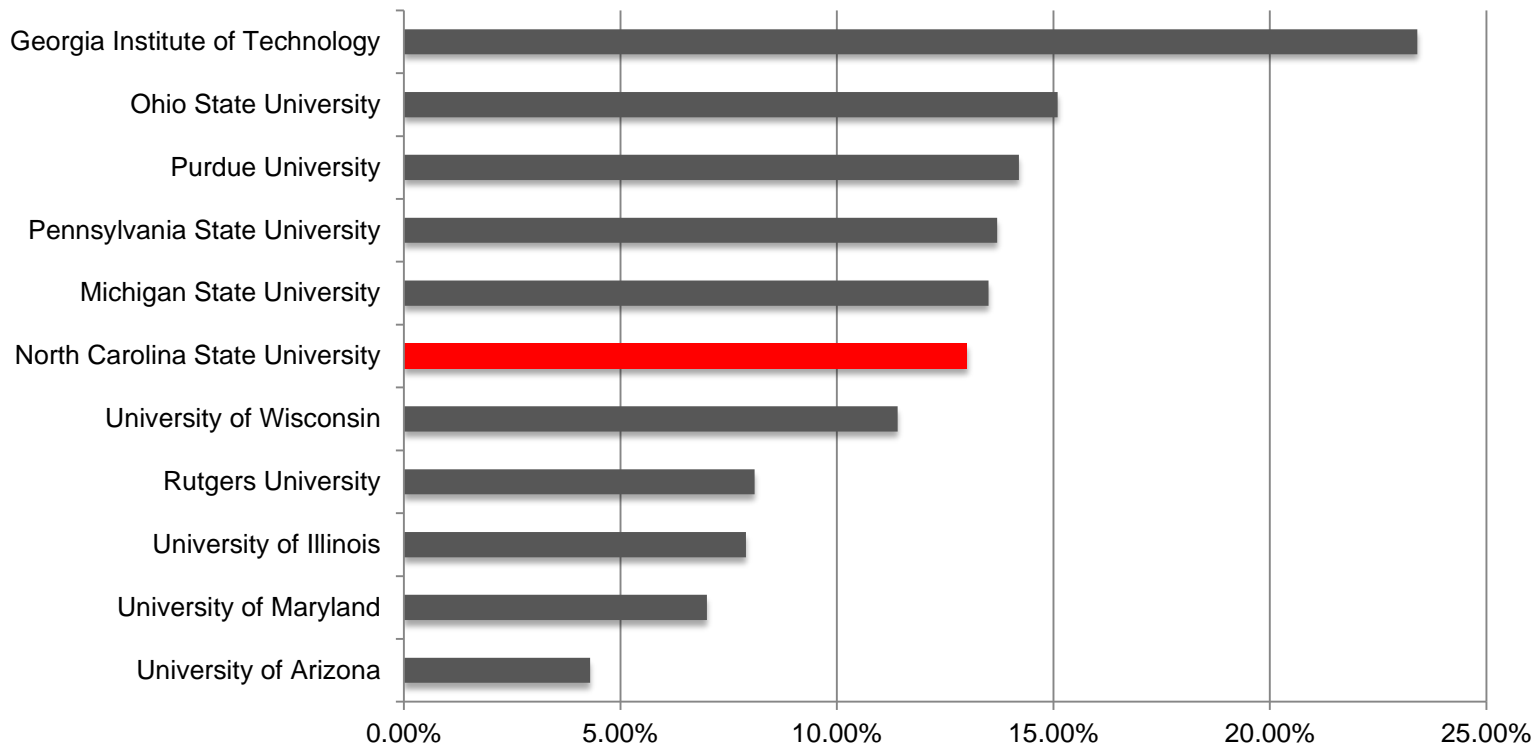
Alumni Giving grew 105% from FY09 to FY12





# Alumni Participation Rates 2010-11

In FY2012, NC State's participation rate increased to 13.5%







# Solicitation Activity

(Through Sept. 18, 2012)

## **We are actively soliciting major gifts**

- 308 proposals pending
- \$122,250,000 pending

## **We plan to solicit even more**

- 237 proposals submitted
- \$13,177,010 in “new asks”





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# Internal Campaign Readiness Assessment



# Internal Campaign Readiness Assessment

- Dozens of interviews with senior and mid-level staff
- Electronic survey of all Advancement personnel
- Analytics of accumulated data
- Interim report delivered in May
- Sixteen recommendations to get ready



# Recommendations

- Increase productivity of existing fund raisers
- International efforts – Asia and Middle East
- Parents major gift program
- Add fund raising and operations positions (19)
- Increase circulation of NC State magazine
- Cost/benefit analysis of Alumni Association membership model



# Recommendations

- Implement campaign procedures and policies
  - and follow them
- Train, train and train some more
- Conduct a records and gift processing audit to increase efficiency and improve quality of information
- Enhance capacity in analytics





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# Feasibility Study



# Data Collection

- 49 interviews conducted by BWF consultants
- 182 interviews conducted by our own professional fund raisers
- Electronic survey – 561 respondents
- Analysis of our own data



# What Did We Learn?

## Leadership

- Chancellor Woodson and his senior management team are highly regarded.
- Expectations for board leadership in giving
- Wanted – Volunteer leadership



# Development of Draft Campaign Prospectus

- Worksheets sent to all administrative and academic units
- Request for “big ideas” and funding needs tied to the strategic plan (\$4.3B in ideas submitted!)
- Draft completed in late June; used in feasibility interviews



# Case Prospectus

## Focused on Themes

- Lead the nation in student success
- Recruit and support the best faculty
- Globalize the university
- Address society's grand challenges
- Create jobs and economic value
- Enhance traditions





# Case Statement

- Focus on some “Big Ideas”
- Provide giving opportunities listed by university and unit



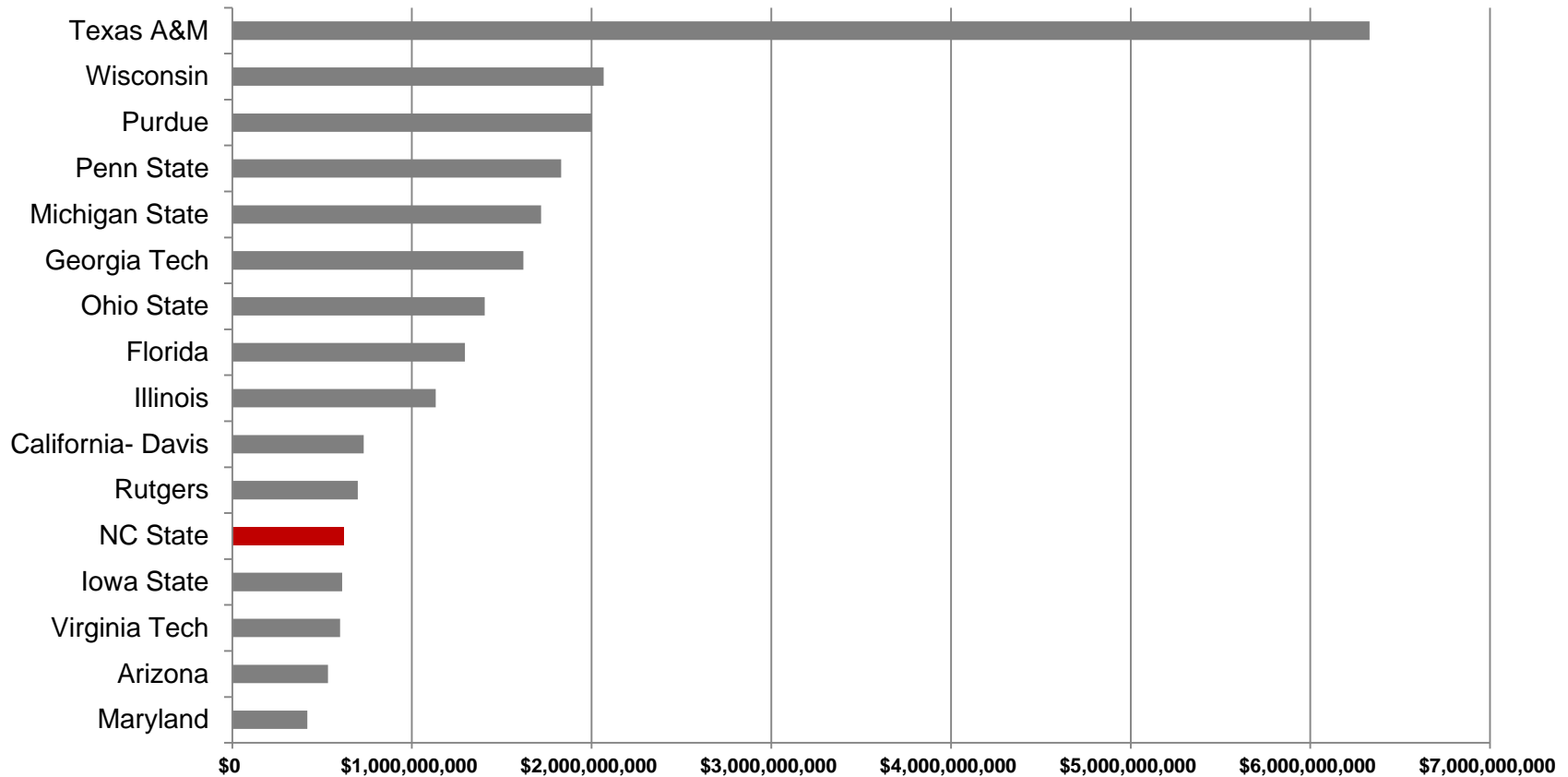
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# Support for Endowment



# Endowment - 2010-11

As of June 30, 2012, NC State's endowment grew to \$635 million

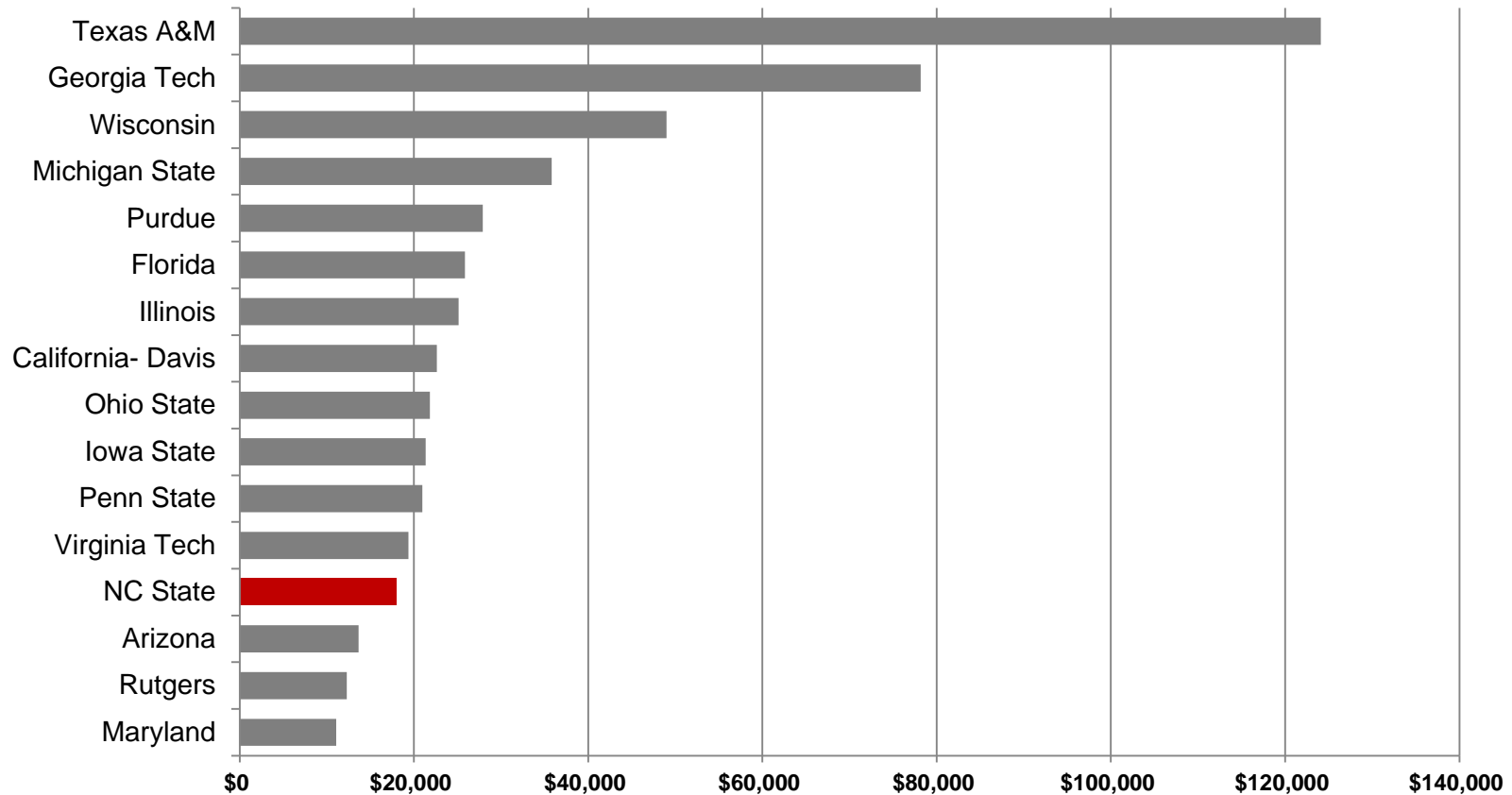


Source: VSE



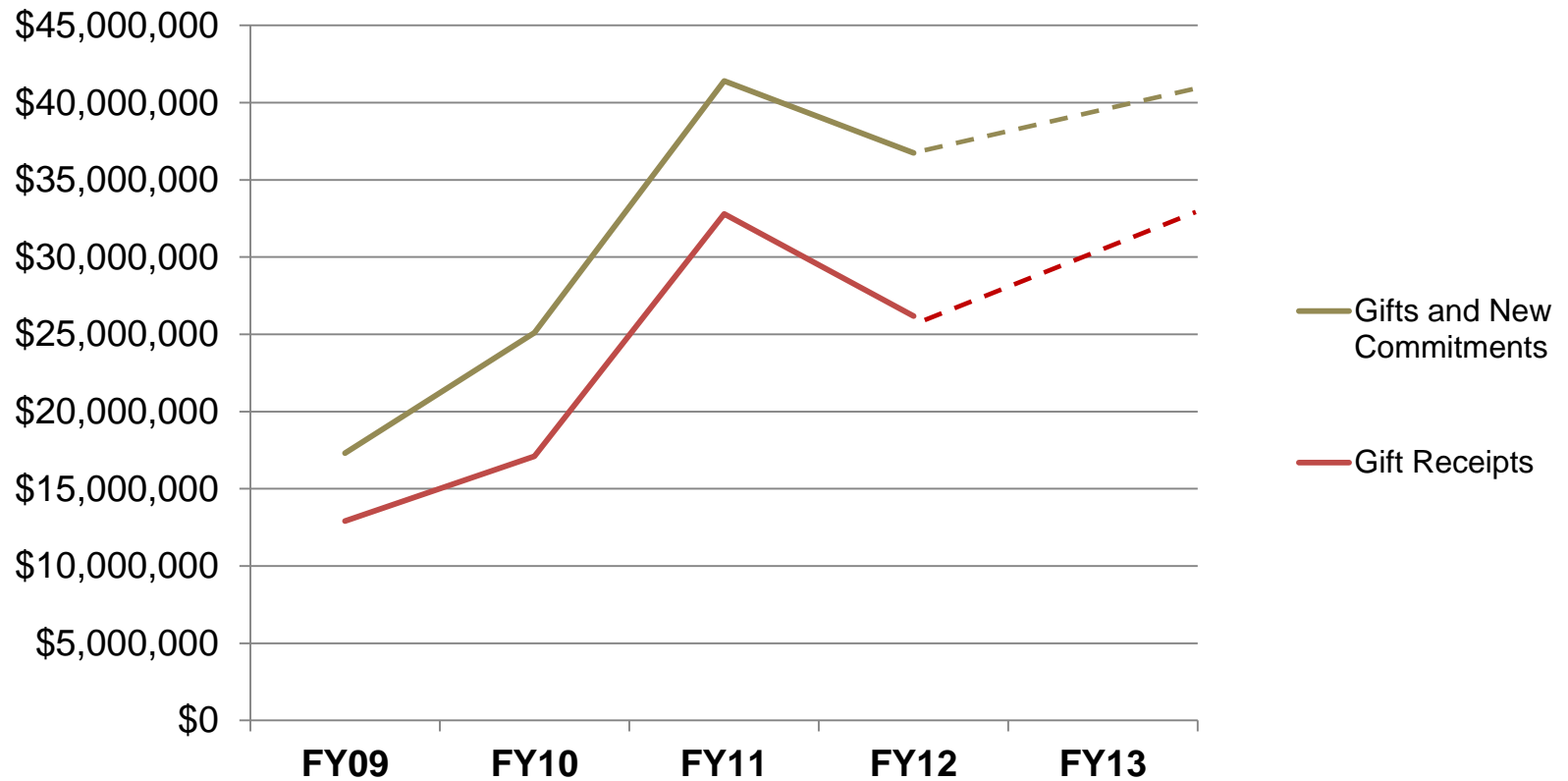
# Endowment Per Student 2010-11

As of June 30, 2012, NC State's endowment per student totaled \$18,264





# Endowment Fund Raising Results







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# Potential Donors





# Prospects

- Top donors and potential donors are connected
- Untapped potential for seven and eight-figure gifts from **new** donors



# Outreach

- Existing fund raisers **must** increase their major gift outreach activity.
  - Time spent analysis
  - Cost per dollar raised
- Chancellor and deans must be prepared to spend 25%+ of their time on fund raising.



# Next Steps...

- Present the Feasibility Study
- Fund raising priorities
- Volunteer infrastructure & recruitment
- Training program
- Implement internal readiness assessment recommendations





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