NC State’s Campaign: Spring 2014 Update

THE NC STATE COLLEGE OF AGRICULTURE AND LIFE SCIENCES
A REVIEW

- It will be comprehensive in nature.
- It will be a seven year campaign with a goal of $1.5B.
- The pre-public phase will span a 3–4 year period, starting in July 2013.
- It will have a large focus on endowment giving: 50%
- It will stretch us to think differently, and do our work differently to reach an aspirational goal beyond what we are doing now.
- It will allow for bigger thinking/more strategic alignment to tackle global grand challenges that impact North Carolina and beyond.
- It will require us to increase our major gifts pipeline significantly over the life of the campaign.
- The counting has begun: July 2013
Major Aspects of the Comprehensive Campaign

Pre–Public Phase

- A compelling Case Statement
- Identification and closing of lead gifts: 60% of campaign total
- Strong campaign volunteer leadership in partnership with CALS leadership team
What is a Campaign Case Statement and What Does it Include?

- Includes:
  - A narrative prospectus which *compels* donors to give AND aligns with the university’s strategic objectives/CALS strategic objectives

  University prospectus with CALS white papers to be included

  - 4–5 “big ideas” that encourages lead gifts in the pre-public phase
    - The Plant Sciences Initiative
    - Alternative Pathways for Student Access and Scholarship
    - Leadership and Entrepreneurship
    - (Two other Big Ideas yet TBD)

  - A comprehensive menu which allows choices by prospects/donors to give ‘reach’ gifts that make a difference

  - Allows for a combination of giving options: endowment, operating, and facilities
The Next Steps

- Case development: meshing the CALS strategic plan with the giving opportunities as framed within university objectives/create one page white papers

- Working with Charlie Witzleben to implement concept papers; 1) campaign task forces and summits for each big idea, and 2) realignment of CALS Advancement organization to meet long term fundraising goals

- Outline a plan for internal for 2–3 ‘big idea’ generation AND begin to implement task forces/summit plans. First internal organizational meeting for this is May 7 on the Plant Sciences Initiative

- Begin to outline a campaign “prospecting plan” for all boards to launch in Fall 2014

- Based on wealth screening of all CALS alumni/donor base and continue to discover next generation of donors through discovery calls/map progress across all fundraiser portfolios

- Identify and recruit a leadership level campaign committee of 5–7 key donors

- Continue leadership level (six figure and greater) solicitation of known donors/prospects. Outline by quarter, planned asks for top prospects
Engagement Plans for Prospect/Donor Base using Big Ideas

- Utilize fall football games for pre-game presentations around BIG IDEA topics (6)
- Continue Dean Prospecting Dinners
  - Newly identified prospects at the 500K level (general interest)
- Create Dean Dinners: Take Two for the next level of engagement around big idea discussions for already identified/cultivated prospects as a pre-ask
- Continue using Chancellor Dinners to further cultivate/solicit top tier donors
Focused Fundraising for Campaign Success through Prospect Management

- Scrub all portfolios to a ‘manageable’ number of prospects/donors (70% Major Gift/30% Discovery)
- Continue to use weekly major gift prospect meetings with fundraisers to move $500K+ prospects to closure
- Set benchmarks for all fundraiser for FY 2015 in terms of activity and create comprehensive reports for CALS leadership to review quarterly
- Continue to use successful Discovery process to fill Major Gift pipeline
Discovery Outcome Comparison

Pre-Caller Discovery Outcome

Total Discovery Pool : 481
Prospects rated 2&3 : 216

- 25 meetings 12%
- 7 Qualified prospects 28%
- 3 prospects in $M conversations 12%
- 1 prospect closed at $3M level in 6 months

Caller Discovery Outcome

Total Discovery Pool : 287
Prospects rated 2&3 and those ID’d by Star Faculty : 141

- 24 meetings 17%
- 11 Qualified prospects 46%
- 5 prospects with $M capacity 21%
Focused Fundraising for Campaign Success through Functional Changes

- Implement the Witzelben recommendation on how to organize fundraisers to increase productivity and results
- Continue to focus fundraiser time spent in active fundraising vs. administrative duties
- Utilize Chris Wessel in overseeing the stewardship plans across all areas
- Begin to move towards a more centralized annual giving coordination plan within CALS
- Create a more robust training program for fundraisers on all aspects of frontline fundraising
Always asking: Where’s the moooo-ney?