FY15 Fundraising & Campaign Update

NC State & CALS

April 2, 2015
Overview

FY 15 Fundraising
• University-wide
• CALS

Campaign Planning
• Where Are We?
• Where Do We Go Next?
• How Can You Help?
FY 15 Fundraising
University-wide

Raise-to-Date (through 2-28-15): $138,694,278

• 22% increase over FY 14 YTD

• 55% increase over FY 10 fundraising total

On track to raise ≥ $185 M in FY 15
FY 15 Fundraising
CALS

Raised-to-Date (through 2-28-15): $43,518,590

• 85% increase over FY 14 YTD

• 101.7% increase over FY 10 fundraising total

Note: CALS FY 15 raised-to-date figure excludes $2.35 M in conditional pledges to Plant Sciences Initiative
FY 15 Fundraising
CALS

Key Initiatives and Successes:

• Collins Initiative
• Aviary Project
• Plant Sciences Initiative
• Food Processing and Manufacturing Initiative
• Leadership Initiative: The Warren Endowment
• Student Access Initiative: Farm to Philanthropy
CALS Fundraising
Five-year Snapshot

<table>
<thead>
<tr>
<th>FY 10</th>
<th>FY 11</th>
<th>FY 12</th>
<th>FY 13</th>
<th>FY 14</th>
<th>FY 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>$21,573,565</td>
<td>$23,990,556</td>
<td>$25,302,649</td>
<td>$28,558,813</td>
<td>$34,396,055</td>
<td>$43,518,590</td>
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</tbody>
</table>

101.7% increase since FY 10 with 4 months still to go!
Campaign Planning
Where Are We?
First Things First

What Exactly Is a Campaign?

1. Specific Moment in Time
   • Fundraising takes place everyday
   • Campaigns are special

2. Call to Arms to Support the University
   • Unique “Rallying Cry”
   • Emotion + Inspiration = Action

3. Philanthropic Gifts
   • Create “Margin of Excellence”
   • Help “Move the Needle” for NC State

What are Development Officers?

Members of the NC State staff best positioned to assist you in identifying the area(s) of philanthropic impact that are most meaningful to you.
Campaign “Rallying Cry”

Components

1. We produce a great product: alumni, students, faculty research/innovation (ongoing communications efforts)

2. Important, exciting things happen here, especially because of donor support (ongoing philanthropy impact stories: students, faculty, alumni, donors)

3. Let’s maximize the potential of this university: we can make this great place even greater (campaign case)

4. Here are some key strengths that we can leverage together (campaign themes & priorities)

5. Join us: help drive positive change, make the impact that is most meaningful to you (donor conversations)

6. Act now: urgency factor (campaign as unique moment in time)
# NC State Campaign

**Timeline & Raised-to Date**

<table>
<thead>
<tr>
<th>Campaign Timeline</th>
<th>Goals</th>
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</thead>
<tbody>
<tr>
<td><strong>Reach-back Phase (3 years)</strong></td>
<td><strong>Nucleus Phase (3.5 years)</strong></td>
</tr>
<tr>
<td>(All gifts per reach-back definition)</td>
<td>(All gifts per NC State counting guidelines)</td>
</tr>
<tr>
<td><strong>Campaign Goal (test goal)</strong></td>
<td><strong>Nucleus Phase Goal (test goal)</strong></td>
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<tr>
<td></td>
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<tr>
<td><strong>$323,464,274</strong> +</td>
<td><strong>$327,588,061 (to date)</strong> =</td>
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</tbody>
</table>

(All gifts per NC State counting guidelines)
NC State Campaign

Key Goal: Sustained FY Fundraising @ $200 M/annually

FY10: $89.4M
FY11: $106.8M
FY12: $111.3M
FY13: $202.6M
FY14: $187.1M
FY15: $138.6M (through 2-28-15)
# NC State Campaign
## Gifts & New Commitments - Unit Overview

<table>
<thead>
<tr>
<th>Unit</th>
<th>Year-to-date FY '15 Totals</th>
</tr>
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<tbody>
<tr>
<td>College of Agriculture and Life Sciences</td>
<td>$43,518,590++</td>
</tr>
<tr>
<td>College of Design</td>
<td>$824,098</td>
</tr>
<tr>
<td>College of Education</td>
<td>$2,654,063</td>
</tr>
<tr>
<td>College of Engineering</td>
<td>$10,114,591++</td>
</tr>
<tr>
<td>College of Humanities &amp; Social Sciences</td>
<td>$8,955,035</td>
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<tr>
<td>Poole College of Management</td>
<td>$2,869,798</td>
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<tr>
<td>College of Natural Resources</td>
<td>$1,811,013</td>
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<tr>
<td>College of Sciences</td>
<td>$4,553,847</td>
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<tr>
<td>College of Textiles*</td>
<td>$3,175,785</td>
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<tr>
<td>College of Veterinary Medicine</td>
<td>$21,832,957</td>
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<tr>
<td>Alumni Association</td>
<td>$694,925</td>
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<tr>
<td>DASA</td>
<td>$1,836,306</td>
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<tr>
<td>Libraries</td>
<td>$2,033,227</td>
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<tr>
<td>University-wide</td>
<td>$14,709,491</td>
</tr>
<tr>
<td>Wolfpack Club/Athletics**</td>
<td>$19,110,553</td>
</tr>
<tr>
<td>Total</td>
<td>$138,694,278</td>
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</tbody>
</table>

* Includes gift information provided by the North Carolina Textiles Foundation

** Includes gift information provided by the NCSU Student Aid Association

++ Does not include $2.35 M in conditional pledges to Plant Sciences Initiative

+++ Does not include $15.5 M in conditional pledges to Engineering Oval Project

Reporting Period: July 1 - February 28, 2015
Data Refresh: Tuesday, March 3, 2015
Where Are We?
19 Months to Launch!

To Do List

University
• Refine campaign priorities, causes, and themes
• Test, test test……
• Finalize campaign goal, priorities and causes by Spring 2016

Units
• Process for priority- and goal-setting in place
• Deans, development officers, other stakeholders in dialogue
• Active, ongoing fundraising to test priorities and goals
• Finalize ideas by Spring 2016
University and Unit Planning

Campaign Countdown

Spring – Summer 2015:
• Deans: causes
• Steering Committee: themes and messaging
• Development Officers: goal & priority setting, ongoing fundraising

Fall 2015
• Steering Committee: Surveying, focus group testing, 1:1

Winter 2016 –
• Campaign themes and architecture set
• Communications plan implemented

Fall 2016: Public Launch!
Campaign Planning
Where Do We Go Next?
Campaign Priorities

- $$$ PEOPLE
- $$ PROGRAMS
- $ PLACES

$1.5B Test Goal
Endowment is Key
CALS
Causes/Initiatives

Plant Sciences
Health and Wellbeing
Leadership and Entrepreneurship
Global Food Animal Academy
Farm of the Future
NC Food Processing and Manufacturing
STUDENT ACCESS AND SUCCESS
Campaign Themes & Title

Work in Progress

Will emerge from discussion of causes

Convene steering committee

Ongoing testing with various stakeholders

Themes: Broad, inspirational, conceptual (3-5)

Key Issues:
• Clearly aligned with university’s strategic plan
• Natural off-shoot from brand

Campaign Title: comes last!
Campaign Planning
How Can You Help?
Wear Your Campaign “Hats!”
Which Hat(s) Fit You Best?

**Donor**: make a gift (or gifts) to the areas of impact most meaningful to you.

**Door Opener**: suggest individuals, corporations and foundations for NCSU and CALS to develop relationships with.

**Trusted Advisor**: provide feedback on giving priorities, goals, messaging, communications (magazine, websites, e-mails, etc.)

**Volunteer**: tell your giving story, host an event, participate in cultivation meetings. CALS staff are happy to discuss needs and opportunities with you.

**Informed Ambassador**: speak often and highly of NC State. Stay current about CALS and NC State activities.
CALS Door-Openers

Status of the Prospect Peer Review Project

- 39 Committee members reviewed over 2,000 alumni names at the November Board meeting.
- 450 alumni were identified by board members as those with whom we should establish a relationship.
- Based in research, over 195 alumni identified could have the capacity to give a gift of $100K or more.

Action to Date

- Development staff has been in touch with the first 5 board members to work on top 100 prospects and appointments are in process.
- 350 of the remaining alumni identified will be reviewed and contacted by deploying the entire CALS development team starting Fall, 2015.
With Your Help
Clear Skies Ahead!
NC AGRICULTURAL, DAIRY AND TOBACCO FOUNDATIONS
Alumni, Development and External Relations Committees
CALS FY15 Fundraising Results Year-to-Date

April 2, 2015
**CALS 6-Year Fundraising Totals**

*Actual totals for these years are higher; some gifts were miscoded in the University’s systems and are being added as the errors are discovered and corrected. This year’s totals include the Gates Foundation grant, but do not include more than $2.35M in conditional pledges to Plant Sciences Initiative.*
## CALS Giving Categories in Fiscal 2015 To Date

### Total:

$43,518,591

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<tbody>
<tr>
<td>$8,846,259</td>
<td>$69,836</td>
<td>$32,523</td>
<td>$8,714</td>
<td>$99,720</td>
<td>$14,915,000</td>
<td>$4,376,976</td>
<td>$15,169,562*</td>
</tr>
</tbody>
</table>

*Includes the Gates Foundation grant.*
## Areas Supported in CALS Fiscal 2014

**$43,518,591**

<table>
<thead>
<tr>
<th>Current Operations</th>
<th>Endowment</th>
<th>Facilities</th>
</tr>
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<tr>
<td>$26,095,559*</td>
<td>$17,353,194</td>
<td>$69,836</td>
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*Includes the Gates Foundation grant.*
WHO’S GIVING TO CALS THIS YEAR?
$43,518,591

- Alumni: $14,344,613
- Parents: $6,839,452
- Faculty Staff: $4,590,413
- Other Individuals: $6,242,145
- Corporations: $7,871,255
- Foundations: $3,582,679
- Other Organizations: $48,034
THANK YOU!!!