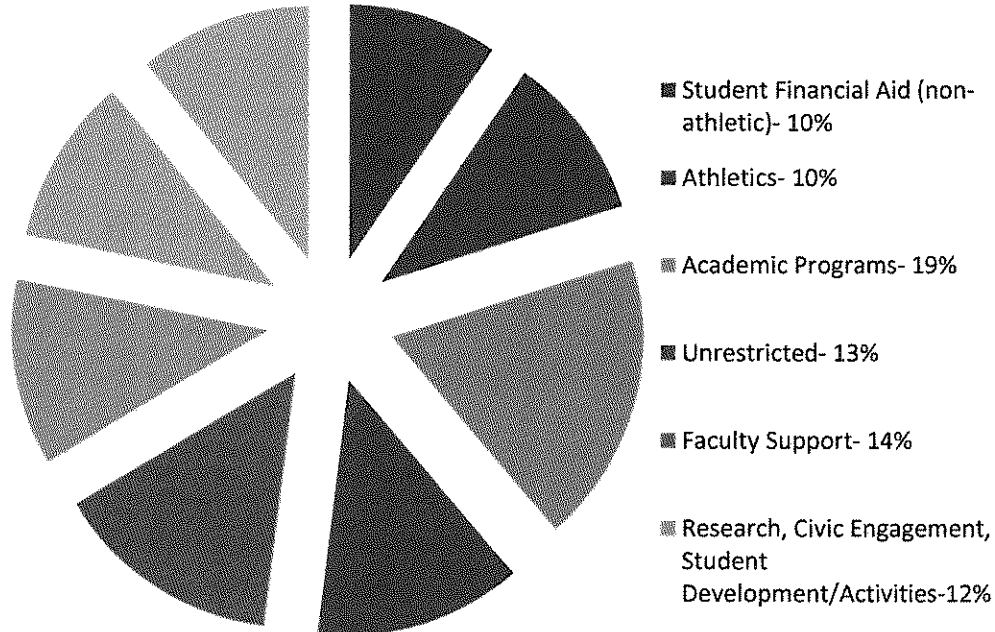


WILLIAM AND MARY: Trends

1. What areas are people supporting?

Gifts by Purpose- FY '12



2. Athletics fundraising trends

- Do you have a football team? **YES**
- What impact does football have on fundraising?

- **Football at W&M does not have the same impact as SEC schools, but it is extremely expensive, as the majority of athletic scholarships must support these student athletes (65).**
- **W&M does see a significant personal contribution from football alumni, parents, etc. Far exceeds that of their basketball players and basketball alumni.**
- **Student fees support football program.**

c. % of Athletic fundraising for football vs. other sports

W&M does not distinguish fundraising for football vs their other 23 sports, but the majority of funds raised (\$4.55m/10% in FY '12) went to support football out of necessity.

3. Do you have a gift fee?

NO. They fund operation through unrestricted support.

- How much? **\$0**
- Is it campaign based and will you do away with it when your campaign ends?**\$0**

4. *What is your minimum dollar threshold for creating a named endowment?* **\$50,000**

5. *Board giving (see answers to question 6)*

- a. 100 % participation- **YES from all boards**
- b. Total giving- **BOT will contribute**
- c. % of annual fundraising
- d. **25- 30% of campaign fundraising or \$150 million of \$600 million campaign**

6. *How do you use volunteers in fundraising?*

The Board of Trustees' (40) sole responsibility is fundraising and have committed to personally giving \$50 million to the campaign. All members of the BOT have capacity of 6 and 7-figures. They are also asked to make annual contribution of \$10,000.

The Board of Visitors are involved with fundraising, but not to level of BOT.

They also have 6 unit advisory boards. All boards have consistent guidelines and fundraising goals and all are expected to contribute at 100%.

They also have a campaign cabinet comprised of 19 individuals (13 households). Criteria to serve on board includes: Making a 7-figure gift, soliciting others and providing counsel on strategy of campaign. They must fulfill ALL criteria to serve.

7. *Salary of graduates vs. impact on giving*

- a. Given the slow economy as of late, have you heard that the giving rate for young graduates is down because many do not have employment after graduation?
- b. What is the % giving rate of recent (last 10 years) graduates?

8. *Planned giving percentage of overall giving?*

They do not have annual planned giving goals due to the uncertainty of these gifts (i.e. people dying). In FY '09, a \$10 million bequest was included in their \$50 million raised. They have 3-4 staff specifically devoted to planned gifts. They have an older constituency which warrants this.

9. *Do your Deans/Administrators have fundraising requirements?*

The Deans are working with administrators to set their fundraising priorities, which they are expected to provide a role in securing funding. There is current discussion with provost at W&M to include fundraising goals in performance evaluations.

10. *Do you use social media in giving platform?*

- a. How?- **Facebook and Twitter as engagement tools, primarily through annual giving.**
- b. Is it successful?- **Yes, for engagement. Conducted challenge to have more "likes" than Princeton and met challenge with success.**
- c. When did you start? **A few years back with increased activity as social media has advanced.**

Other relevant information:

- William and Mary is the 2nd oldest college in America and became state supported in 1906.
- 6,071 Undergrads/ 2,129 Grad
- 89,279 Alumni

- 30 graduate programs
- 10 graduate programs
- Concluded a \$518 million campaign in 2007 and are in quiet stage of \$600 million campaign likely to launch in 2015
- Have one of the highest undergraduate alumni participation rates among public universities

FLORIDA ATLANTIC UNIVERSITY

1. *Total Endowment (2002-2012) – 179.8 million as of June 2011*
2. *Total Gifts/Pledges (2002-2012) – 15.9 million for the 2010-11 Fiscal Year*
3. *Alumni Giving percentage (2002-2012) – 2.8%*
4. *Structure*
 - a. *Public foundation or private institution? Public foundation*
 - b. *Size of staff – 50 – 9 DOD's shared 50/50 & 1 annual gift, 1 planned giving. Used Alexander Haas - Fundraisingcounsel.com for staff assessments*
 - c. *Budget (Salaries/Operating) \$609,097,901 (2011-12 Budget Summary)*
5. *How donors give*
 - a. *Mail - Royall*
 - b. *Phone – Phonathon – ROI not very good*
 - c. *Online – x*
6. *Who is giving (alumni, friends, parents, community, foundations) – Historical Gifts Review Friends, Foundation, State Matching, Corporation, Alumni, Other organizations, Family Foundation, Faculty and Staff, FAU Affiliated Organization, Government Entity, Parent, Estate (see page 10 of ED's Report)*
7. *Operating vs. endowment (giving percentages) Endowment is higher than operating; annual giving is \$800,000*
8. *What percentage of your endowment supports student tuition?*
9. *Cost to raise dollar? (budget vs. overall dollars raised) \$0.17 in 2011*
10. *Campaign investment – Does it yield additional gifts?*
11. *Percentage of dollars counted which are sponsored research or faculty driven*

TRENDS

1. *What are people giving towards?*
2. *Athletics trends/does football raise the majority – FAU has a brand new 30,000 seat on campus stadium – not really – they built the stadium before collecting money for it.*
3. *Do you have a gift fee?*
 - a. *How much*
 - b. *Is it campaign based and will do away when campaign ends?*
4. *Minimum threshold for endowment - \$20,000*

5. *Board giving – Foundation Board give, no minimum required*
6. *Use of volunteers in fundraising – Good volunteer leadership- diverse Advisory Boards*
7. *Salary of graduates vs. impact on giving*

Over 10,000 alumni records were put through a wealth screening to determine estimated “identified” wealth and major giving potential.

- Combined estimated wealth of \$6.6B with major giving capacity over \$332M.
- 8% have given to FAU in last 5 years; 24% have made a gift.
- Men and women each represent 50% of all prospects; Avg age 56, Avg grad age 29
- 68% live in Florida; 50% live in Palm Beach and Broward Counties.

- Business & Education grads represent 60% of wealth prospects; 58% of total wealth
- 1,276 of alumni prospects have estimate wealth of \$1M+, totaling \$3B in estimated wealth and \$157M in giving capacity.
- 29% have made a gift
- Avg age 55; Avg grad age 28

11. *Planned giving percentage of overall giving - 50/50*

12. *Do your Deans/Administrators have fundraising requirements? Yes, and are trained often and likely work towards the goals set.*

13. *Do you use social media in giving platform?*

- a. How
- b. Is it successful }Mainly for Awareness
- c. When did you start

University of South Florida

Fundraising Results:

1. Total Endowment per year(2002-2012)

2002	\$240,800,000
2003	\$244,000,000
2004	\$270,906,000
2005	\$298,240,527
2006	\$329,832,102
2007	\$388,516,207
2008	\$360,035,386
2009	\$275,398,818
2010	\$295,920,656
2011	\$344,028,797
2012	\$334,500,000

2. Total Gifts/Pledges per year (2002-2012)

2002	\$39,542,395
2003	\$30,085,690
2004	\$42,681,343
2005	\$53,899,253
2006	\$71,896,866
2007	\$78,813,746
2008	\$81,516,585
2009	\$46,391,830
2010	\$51,034,680
2011	\$111,635,693
2012	\$81,518,597

3. Alumni Giving percentage per year (2002-2012)

2002	5.9%
2003	5.7%
2004	6.0%
2005	5.9%
2006	5.6%
2007	4.8%
2008	8.2%
2009	8.0%
2010	10.0%
2011	9.7%
2012	9.7%

4. *Structure*

- a. *Public foundation or private institution* - Public
- b. *Size of staff (FTEs)* – 60 FTE Fundraisers, 150 FTE staff in alumni, development, advancement services and foundation business office
- c. *Budget*
 - i. Salaries FY 2012 - \$9,462,985
 - ii. Non-Salary-Operating - \$4,419,174

5. *How do donors give to your Annual Fund? (%) FY2012*

- a. Mail – 11.6%
- b. Phone – 87.1%
- c. Online – 1.4%

6. *Who is giving (alumni, friends, parents, community, corporations, foundations) (% breakdowns)*

FY2012 (based on donors, not dollars)	
Alumni	39.1%
Employees	4.2%
Parents	3.8%
Friends	50.0%
Corporations	2.4%
Foundations	0.3%
Organizations	0.4%

7. *Operating vs. endowment giving*

- a. giving percentages
- b. FY 2012 – Endowment 10.8%; Operating 89.2%
- c. Campaign (FY2006-FY2013) – Endowment

8. *What percentage of your endowment supports student tuition?* Not sure how to answer this question. Our endowment is 100% designated funds and supports scholarships, fellowships, faculty support, program enhancements and the like.

9. *Cost to raise dollar?*

- a. Annual fundraising expense budget vs. overall dollars raised

10. *Campaign investment* – Has it yielded additional gifts? 25% of our budget was considered “campaign investment” which allowed us to hire 25 additional staff (majority fundraisers plus various supporting staff). Yes, it has allowed us to have significant growth in fundraising.

11. *Percentage of dollars counted toward fundraising which are sponsored research or faculty driven*

- a. FY2012 – 3.2%

Trends:

1. What areas are people supporting? By %

Students
Research
Faculty
Buildings
Unrestricted
Other

FY2012 – Our areas of support

Program Enhancements – 84.4%

Unrestricted – 3.7%

Scholarships & Fellowships – 9.1%

Facilities & Equipment – 1.5%

Chairs & Professorships – 1.5%

2. Athletics fundraising trends

- Do you have a football team? Yes
- What impact does football have on fundraising? When we win, giving is up. When we lose, it is down
- % of Athletic fundraising for football vs. other sports

3. Do you have a gift fee? No

4. What is your minimum dollar threshold for creating a named endowment? \$25,000

5. Board giving

- a. % participation – 99%
- b. Total giving
- c. % of annual fundraising – we do not require an annual gift amount
- d. % of campaign fundraising – 99% giving to campaign

6. How do you use volunteers in fundraising? – campaign cabinet (representative for each college/unit), volunteers engage with DO's to cultivate and solicit gifts.

7. Salary of graduates vs. impact on giving

- a. Given the slow economy as of late, have you heard that the giving rate for young graduates is down because many do not have employment after graduation?
- b. What is the % giving rate of recent (last 10 years) graduates?

8. Planned giving percentage of overall giving? FY2012 26.0%

9. Do your Deans/Administrators have fundraising requirements? Yes. Provost establishes expectations in concert with development

10. *Do you use social media in giving platform?*

- a. *How – Not yet*
- b. *Is it successful?*
- c. *When did you start?*

Note: we have tried “Give by Cell” – marketed it via various venues including football game billboards with 50,000 in attendance. Very little giving. Have abandoned this effort.

University of Connecticut

Fundraising Results:

1. Total Endowment per year(2002-2012)
2. Total Gifts/Pledges per year (2002-2012)
3. Alumni Giving percentage per year (2002-2012)- 1/31/12-to date: 37%
4. Structure
 - *Public foundation or private institution?* public foundation- UCONN Foundation, Inc.
 - *Size of staff (FTEs)*
 - *Budget*
 - ii. Salaries
 - iii. Non-Salary-Operating
5. How do donors give to your Annual Fund? (%)
 - a. Mail
 - b. Phone
 - c. Online
6. Who is giving (alumni, friends, parents, community, corporations, foundations) (% breakdowns)
 - a. Fundraising consortium: 0.3%
 - b. Other organizations: 8.7%
 - c. Alumni: 38.7%
 - Parents: 4.2%
 - Other: 17.1%
 - Corporations: 19.0%
 - Foundations: 11.7%
7. Operating vs. endowment giving
 - d. giving percentages
 - i. Non Endowed: 75%
 - ii. Endowed: 25%

Hoping to shift percentages to be 65%/35%
8. What percentage of your endowment supports student tuition
9. Cost to raise dollar?
 - a. Annual fundraising expense budget vs. overall dollars raised
10. Campaign investment – Has it yielded additional gifts?

11. Percentage of dollars counted toward fundraising which are sponsored research or faculty driven

Trends

1. *What areas are people supporting? By %*
 - i. Students
 - ii. Research
 - iii. Faculty
 - iv. Buildings
 - v. Unrestricted
 - vi. Other

2. *Athletics fundraising trends*
 - a. *Do you have a football team? Yes*
 - b. *What impact does football have on fundraising?*
 - i. Season ticket sales are down this year; this is a big money generator
 - ii. Stadium is owned and run by the state
 - iii. Outside marketing firm responsible for advertising; UCONN gets a royalty check
 - c. *% of Athletic fundraising for football vs. other sports*
 - i. Raised \$25 million in the past 10 months for a new basketball facility

3. *Do you have a gift fee?*
 - a. *How much?*
 - i. 5% for current use gifts
 - ii. 3% endowed gifts
 - b. Is it campaign based and will you do away with it when your campaign ends?

4. *What is your minimum dollar threshold for creating a named endowment?*
 - a. General Endowment: \$25k
 - b. Athletics Endowment: \$125k
 - c. Current Use: \$10k per foundation website.

5. *Board giving*
 - a. Boards are used more in advisory capacity
 - b. % participation
 - c. Total giving
 - d. % of annual fundraising
 - e. % of campaign fundraising

6. *How do you use volunteers in fundraising?*
 - a. They have a national development council
 - b. Trying to engage alumni across the country
 - c. \$25k minimal commitment to serve on the council

7. *Salary of graduates vs. impact on giving*
 - a. Given the slow economy as of late, have you heard that the giving rate for young graduates is down because many do not have employment after graduation?
 - i. Do not have a fully developed culture of philanthropy in their young alums
 - ii. Working hard to change this culture as a very small % of their young alumni give
 - b. What is the % giving rate of recent (last 10 years) graduates?
8. *Planned giving percentage of overall giving?*
 - a. Do not have a fully developed planned giving program
 - b. Making a big push to develop this area
9. *Do your Deans/Administrators have fundraising requirements?*
10. *Do you use social media in giving platform?*
 - a. How
 - b. Is it successful
 - c. When did you start
11. *Other:*
 - a. UCONN has a regional fundraising department
 - b. These fundraisers travel to geographic regions across the country to engage alumni and target prospects
 - c. These are very specific visits that are typically a week long and they try to see a certain number of prospects in that specific region
 - d. This allows the Major Gift Officers to focus on state-wide prospects
 - e. The regional fundraiser and the Major Gift Officer get joint credit for gifts brought in through the regional fundraising program

University of Pittsburgh

Fundraising Results

1. Total Endowment per year (2002-2012)

2002:
2003:
2004:
2005:
2006:
2007:
2008:
2009:
2010:
2011:

2. Total Gifts/Pledges per year (2002-2012)

2002
2003
2004
2005
2006
2007: \$122,010,217
2008: \$126,846,068
2009: \$115,113,207
2010: \$113,202,837
2011: \$114,760,122

3. Alumni Giving percentage per year (2002-2012)

2002:
2003:
2004:
2005:
2006:
2007:
2008:
2009:
2010:
2011:

4. Structure

- a. Public foundation or private institution - Public
- b. Size of staff (FTEs)
- c. Budget
 - i. Salaries
 - ii. Non-Salary-Operating

5. *How do donors give to your Annual Fund? (%)*
 - a. Mail
 - b. Phone
 - c. Online

6. *Who is giving (alumni, friends, parents, community, corporations, foundations, by %)?*
 - Alumni = 20.4%
 - Non-Alumni Individuals = 14.8
 - University Trustees= 6.4%
 - Corporations = 9.1%
 - Foundations = 31.4%
 - Other Groups & Sources = 17.9%

7. *Operating vs. endowment giving (%)*

8. *What percentage of your endowment supports student tuition?*

9. *Cost to raise dollar? (Annual fundraising expense budget vs. overall dollars raised)*

10. *Campaign investment – Has it yielded additional gifts?*

11. *Percentage of dollars counted toward fundraising which are sponsored research or faculty driven*

Trends

1. *What areas are people supporting? (%)*
 - Students
 - Research
 - Faculty
 - Buildings
 - Unrestricted
 - Other

2. *Athletics fundraising trends:*
 - a. *Do you have a football team? Yes*
 - b. *What impact does football have on fundraising?*
 - c. *% of Athletic fundraising for football vs. other sports*

3. *Do you have a gift fee?*
 - a. *How much?*
 - b. *Is it campaign based and will you do away with it when your campaign ends?*

4. *What is your minimum dollar threshold for creating a named endowment?*

5. *Board giving*
 - a. *% participation*
 - b. *Total giving*
 - c. *% of annual fundraising*
 - d. *% of campaign fundraising*
6. *How do you use volunteers in fundraising?*
7. *Salary of graduates vs. impact on giving*
 - a. *Given the slow economy, have you heard that the giving rate for young graduates is down because many do not have employment after graduation?*
 - b. *What is the % giving rate of recent (last 10 years) graduates?*
8. *Planned giving percentage of overall giving?*
9. *Do your Deans/Administrators have fundraising requirements?*
10. *Do you use social media in your giving platform?*
 - a. *How?*
 - b. *Is it successful?*
 - c. *When did you start?*

VIRGINIA COMMONWEALTH UNIVERSITY

Question 1: What are the current trends in higher education fundraising and how do we compare to other institutions?

	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002
Total assets	82,624	71,380	67,363	81,899	80,847	65,777	83,326	68,109	57,677	55,427
Deposits held for university	25,378	23,450	22,555	29,668	28,853	24,581	23,275	22,484	19,136	19,572
Total liabilities	28,018	25,794	23,564	33,045	32,853	27,119	25,441	24,613	21,265	21,748
Net assets	54,606	45,586	43,800	48,854	32,220	38,658	57,885	43,496	36,412	33,679
Distribution to and support of university (Note 1)	4,231	4,091	6,544	4,376	4,719	3,125	3,923	3,755	3,618	4,435
http://www.vcu.edu/whoweare/investmentperformance.html										
1. Total Endowment (2002-2012)										
2. Total Gifts/Pledges (2002-2012)										
3. Alumni Giving percentage (2002-2012)	10.8% (FY12)									
4. Structure	a. Public Foundation									
a. Public foundation or private institution	b. 25 in development/alumni relations									
b. Size of staff	c. n/a									
c. Budget	i. n/a ii. n/a									

i. Salaries	
ii. Operating	
5. How donors give	n/a
a. Mail	
b. Phone	
c. online	
6. Who is giving (alumni, friends, parents, community, foundations)	“VCU alumni participated in giving at a rate of 10.8 percent in the most recent fiscal year – a figure that includes 16,129 alumni who made a gift to VCU or joined the alumni association. VCU hopes to increase those numbers this fiscal year by adding more than 2,200 alumni participating in annual giving and membership.”
7. Operating vs. endowment	(see Attachment)
a. giving percentages	
8. What percentage of your endowment supports student tuition	(see Attachment)
9. Cost to raise dollar?	n/a
a. budget vs. overall dollars raised	
10. Campaign investment	n/a
– Does it yield additional gifts?	
11. Percentage of dollars counted which are sponsored research or faculty driven	\$151.4 million
12. What are people giving towards?	The Fund for VCU (annual fund) and VCU’s Opportunity Fund (scholarship)
13. Athletics trends/does football raise the	n/a

majority	
<p>14. Do you have a gift fee</p> <ul style="list-style-type: none"> • How much • Is it campaign based and will do away when campaign ends? 	<p>4% "campaign reinvestment fee"</p>
15. Minimum threshold for endowment	<p>Partial scholarship \$10,000 Tuition and fees scholarship \$100,000 Full scholarship* \$200,000 Graduate fellowship \$200,000 Full out-of-state scholarship ** \$400,000 Lectureship \$100,000 Professorship \$250,000 Distinguished professorship \$500,000 Chair \$1,000,000</p>
16. Board giving	n/a
17. Use of volunteers in fundraising	Reunion planning
18. Salary of graduates vs. impact on giving	n/a
19. Planned giving percentage of overall giving	n/a
20. Do your Deans/Administrators have fundraising requirements?	n/a
21. Do you use social media in giving platform? d. How	<p>Yes – launched "Invest in VCU" video in February 2012. ALL university social media accounts are catalogued here: http://www.socialmedia.vcu.edu/</p>

e. Is it successful f. When did you start	
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Ohio State University (OSU)

Ohio State University (OSU) began institutionalized fundraising in 1937 with the Development Fund, which became the OSU Foundation in 1985. The OSU Research Foundation evolved into the Office of Sponsored Programs, and private grants to OSP may be included in annual development reporting. OSU's first comprehensive campaign goal was \$350 million and raised \$460 million; the second campaign goal was \$850 million with \$1.23 billion raised, making it one of five public universities to raise over a billion dollars. On 4 October 2012, OSU entered the public phase of "But for Ohio State" with a goal of \$2.5 billion, to date, it has raised \$1.35 billion.

INTERNAL STRUCTURE

OSU operates under the "Advancement Model" with the senior vice president of advancement overseeing development, alumni affairs, and marketing. The office of development and alumni affairs has approximately 367 FTE. Each unit has a development staff, with central development overseeing: annual giving, gift planning, campaign programs, corporate and foundation relations. Deans and directors set the fundraising priorities and do not have fundraising requirements written into their position descriptions.

ANNUAL GIVING STATISTICS:

Total Gifts/Pledges per year

FY'12 \$365 million from 211,000 donors

FY'11 \$407.6 million from 177,322 donors (Includes a \$100 million gift to OSU Medical Center)

FY'10 \$215.4 million from 144,016 donors

FY'09 \$242.7 million from 119,048 donors

FY'08 \$242.7 million from 115,914 donors

FY'07 \$229.4 million from 121,177 donors

FY'06 \$212.4 million from 115,723 donors

FY'05 \$237 million from 104,607 donors

Note: There was a change in OSU's reporting between fiscal year 2009 and 2010. It appears that in 2009 they recorded bequest intentions and that was eliminated the following year.

Alumni Giving Percentages

FY'10 – 65,302 alumni donors, or 45% of all donors were alumni

FY'09 – 63,781 alumni donors, or 53% of all donors were alumni

OSU does not publish their alumni giving rates on their website and development staff were reluctant to share the percentage.

Donor Composition, FY'10

45% alumni donors, 65,302 donated \$38.9 million

49% non-alumni donors, 71,401 donated \$30 million

3% corporations and corporate foundations, 4,719 donated \$81 million

.05% private foundations, 822 donated \$28 million

1.2% associations and other organizations, 1,772 donated \$35 million