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Culture of Philanthropy Pipeline Building and Annual Giving

October 16, 2019

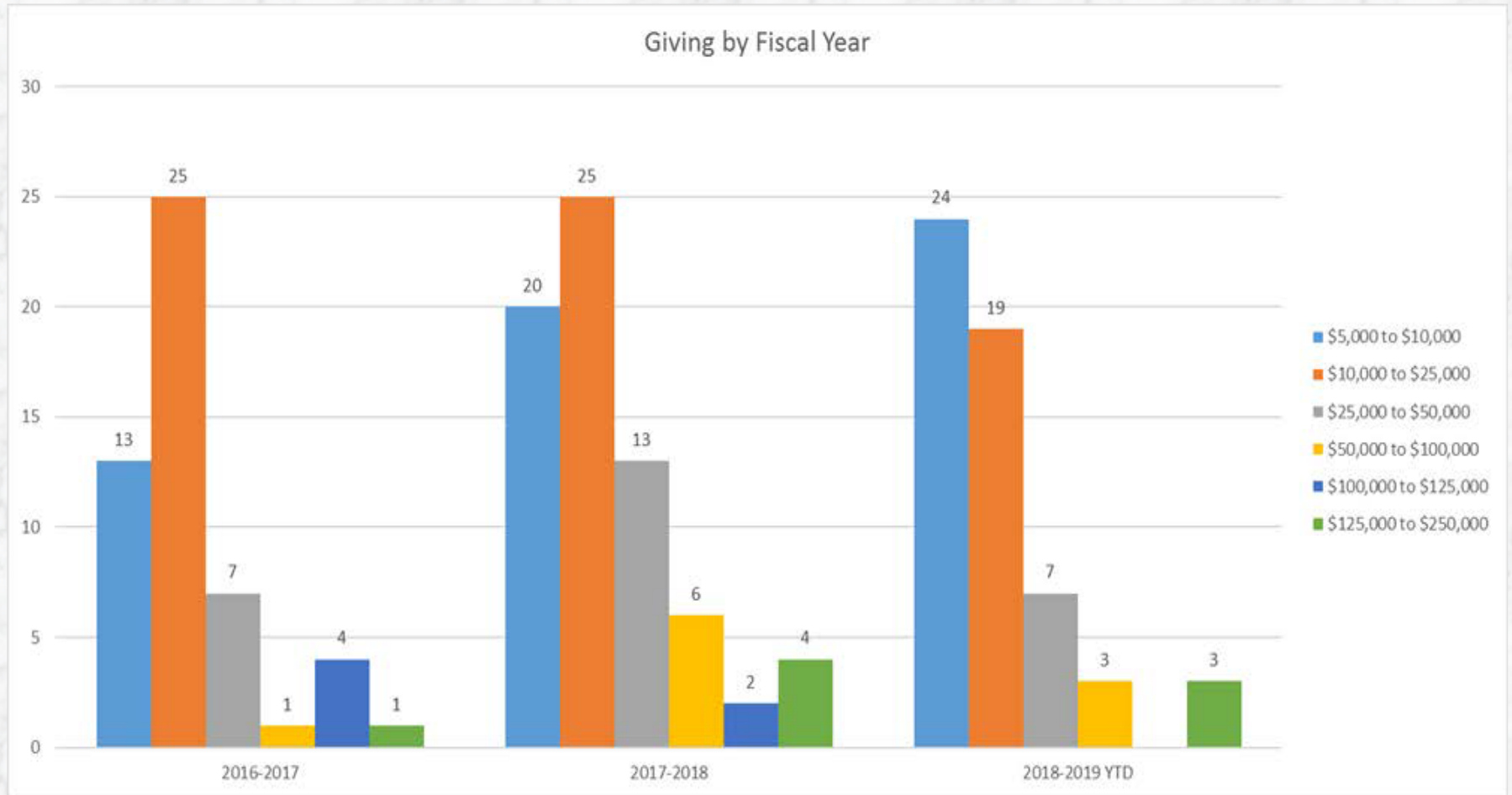
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The challenge

- CSUCI lacks the robust pipeline of prospective donors and supporters it needs to achieve its philanthropic goals.
 - Annual Fund outreach has been inadequate
 - Emails and mailings
 - Managed by committee in UA.
 - Lacking dedicated staff position to build the program.

Pipeline to Gifts



The Ask

- \$56,000 to support an annual giving staff position for one year.
- \$20,000 to support an annual contract associated with crowdfunding software.

Data

	2015-16	2016-17	2017-18	2018-19
Annual Fund Gifts	777	689	426	1211
Community Donors	753	632	514	648
Graduates of Record	11,638	14,279	16,503	18,239
Alumni Donors	529	432	194	*899
Alumni Participation	4.55%	3.03%	1.18%	4.93%

*604 seniors participated in the Class Gift for Hot Meals Program.

Goals

Increase # of gifts

Increase alumni participation

Build pipeline for major gifts

Innovative practices – social media and crowdfunding

Partnerships across campus – clubs and academic programs



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Risk of Not Funding

Forfeit potential philanthropic revenue

Less innovation in approaches

Limit ability to grow pipeline of donors.



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Strategic Initiatives



Capacity and Sustainability

Taking action to sustain and advance a robust University in an era of declining state support.

Building self-sustaining programs and initiatives that support an equitable and thriving community.

4.1 Work in concert with business and community leadership to develop programs and initiatives that contribute to a robust economy and engaged citizenship.

4.2 Expand opportunities to serve as a social and intellectual resource for our community.

Developing a culture of philanthropy.

4.4 Increase philanthropic support for the University by strengthening existing cross-divisional partnerships focused on enhanced alumni engagement and philanthropic support.

4.6 Engage the University community in identifying fundraising priorities that directly support the Strategic Initiatives and launch a focused and aggressive fundraising effort to support them.



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Discussion & Questions?



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