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

Giving by Fiscal Year

- $5,000 to $10,000
- $10,000 to $25,000
- $25,000 to $50,000
- $50,000 to $100,000
- $100,000 to $125,000
- $125,000 to $250,000

- 2016-2017: 13, 7, 4, 1, 1
- 2017-2018: 25, 20, 6, 2, 4
- 2018-2019 YTD: 24, 19, 7, 3, 3
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

<table>
<thead>
<tr>
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<th>2015-16</th>
<th>2016-17</th>
<th>2017-18</th>
<th>2018-19</th>
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</thead>
<tbody>
<tr>
<td><strong>Annual Fund Gifts</strong></td>
<td>777</td>
<td>689</td>
<td>426</td>
<td>1211</td>
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<tr>
<td><strong>Community Donors</strong></td>
<td>753</td>
<td>632</td>
<td>514</td>
<td>648</td>
</tr>
<tr>
<td><strong>Graduates of Record</strong></td>
<td>11,638</td>
<td>14,279</td>
<td>16,503</td>
<td>18,239</td>
</tr>
<tr>
<td><strong>Alumni Donors</strong></td>
<td>529</td>
<td>432</td>
<td>194</td>
<td>*899</td>
</tr>
<tr>
<td><strong>Alumni Participation</strong></td>
<td>4.55%</td>
<td>3.03%</td>
<td>1.18%</td>
<td>4.93%</td>
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*604 seniors participated in the Class Gift for Hot Meals Program.
## Goals

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<th>Goal</th>
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<tr>
<td>Increase # of gifts</td>
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<tr>
<td>Increase alumni participation</td>
</tr>
<tr>
<td>Build pipeline for major gifts</td>
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<tr>
<td>Innovative practices – social media and crowdfunding</td>
</tr>
<tr>
<td>Partnerships across campus – clubs and academic programs</td>
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Risk of Not Funding

- Forfeit potential philanthropic revenue
- Less innovation in approaches
- Limit ability to grow pipeline of donors.
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.
Discussion & Questions?