



EMPOWER
EXTRAORDINARY

THE CAMPAIGN *for* **MICHIGAN STATE UNIVERSITY**



Objectives

1. Learn how University Advancement can help you do your job of leading an academic college or program.
2. Learn how you leverage relationships with alumni and friends of MSU to help move your program forward.
3. Understand the importance of private financial support in advancing MSU's mission.
4. Determine your role in securing private support.

CAE

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FOR IMMEDIATE RELEASE
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Colleges and Universities Raise \$41 Billion in 2016

Personal Giving Declines as Support from Organizations Rises

Majority of Gifts Go to Current Operations, Not Endowments

Trends in Giving for Financial Aid Show Little Change

Contributions to the Nation's Colleges and Universities Reach \$41 Billion

Charitable contributions to colleges and universities in the United States increased only 1.7 percent in 2016, according to the Voluntary Support of Education (VSE) survey, conducted annually by the Council for Aid to Education (CAE). At \$41 billion, the total is higher than the \$40.30 billion raised in 2015, but the gain is nearly eliminated when adjusting for inflation.

Top 20 Fundraising Institutions – Less than 1 Percent of the Nation's Colleges – Raise 27.1 Percent of All 2016 Gifts. Gifts to These 20 Institutions Fell 2.1 Percent in 2016.

The Top 20 fundraising institutions together raised \$11.12 billion, 27.1 percent of the 2016 total. In 2015, the same 20 institutions raised \$11.36 billion.

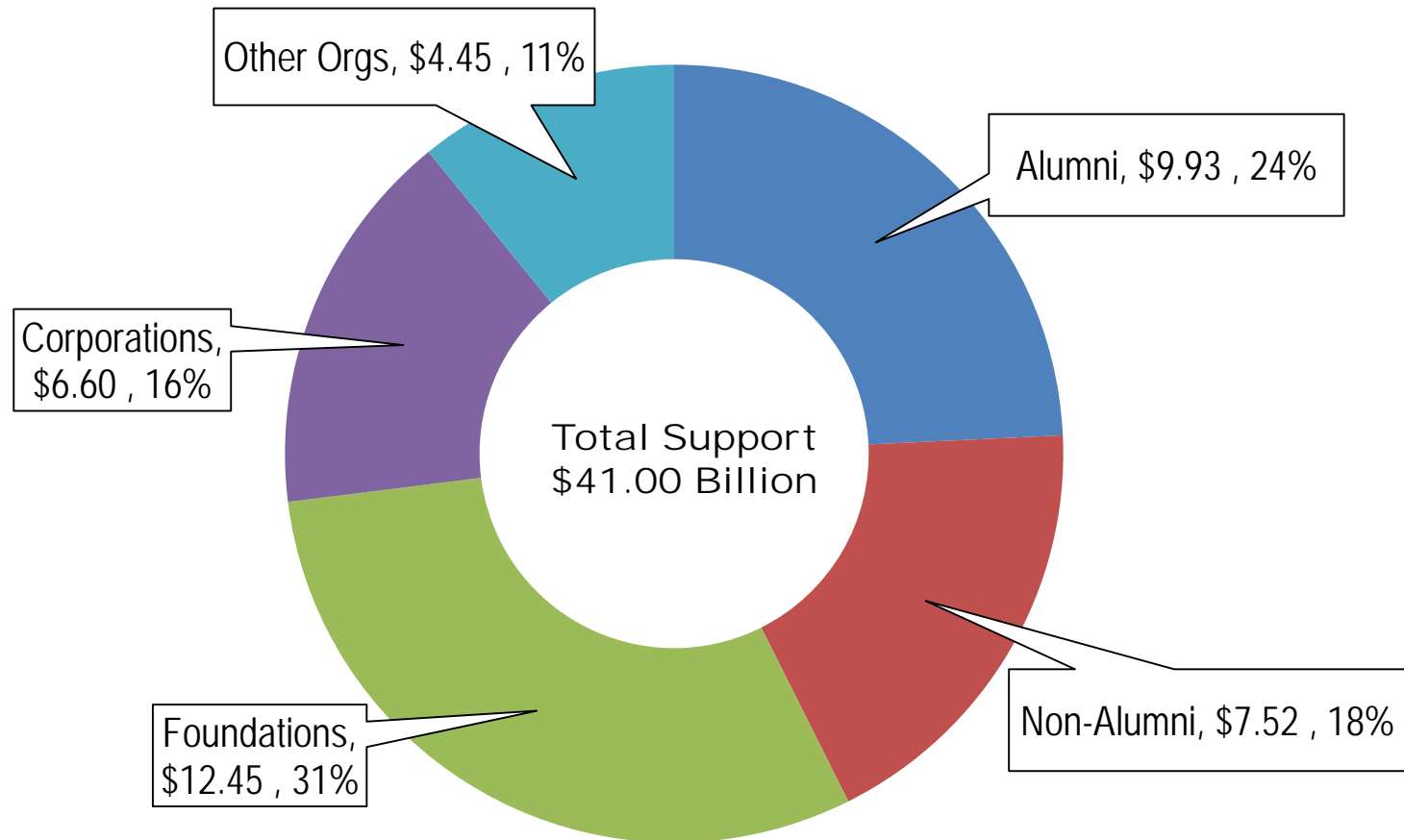


2016 Top Fundraising Institutions

1.	Harvard University	\$1.19 billion
2.	Stanford University	\$951.15 million
3.	University of Southern California	\$666.64 million
4.	Johns Hopkins University	\$657.29 million
5.	University of California, San Francisco	\$595.94 million
6.	Cornell University	\$588.26 million
7.	Columbia University	\$584.81 million
8.	University of Pennsylvania	\$542.85 million
9.	University of Washington	\$541.44 million
10.	Yale University	\$519.15 million
11.	Duke University	\$506.44 million
12.	University of California, Los Angeles	\$498.80 million
13.	New York University	\$461.15 million
14.	University of Chicago	\$443.30 million
15.	University of Michigan	\$433.78 million
16.	Massachusetts Institute of Technology	\$419.75 million
17.	Northwestern University	\$401.68 million
18.	Ohio State University	\$386.11 million
19.	University of Notre Dame	\$371.76 million
20.	Indiana University	\$360.94 million

Source: The Council for
Aid to Education 2016
Voluntary Support for
Education survey

2016 Voluntary Support of Higher Education by Source



Source: The Council for Aid to Education 2016
Voluntary Support for Education survey



University Advancement at MSU

Mission

To advance MSU's excellence and enrich its future

Vision

To build the best culture of engagement and philanthropy of any major public university in the country



Quick Facts about MSU and University Advancement

- Living Addressable Alumni*: 450,000
- Database of more than 1,000,000 alumni, friends, corporations, foundations and other organizations
- Number of Employees: 240+
- Staff Supported: 300+ (UA provides database access, training and coordination to school, college and unit employees who do not report to UA)



Development

College and Unit Development
Regional Major Gifts
Corps and Foundations
Planned Giving

MSU Alumni Association

Regional Alumni Engagement
Lifelong Enrichment for Spartans
Alumni Career Services
Association of Future Alumni

University Advancement

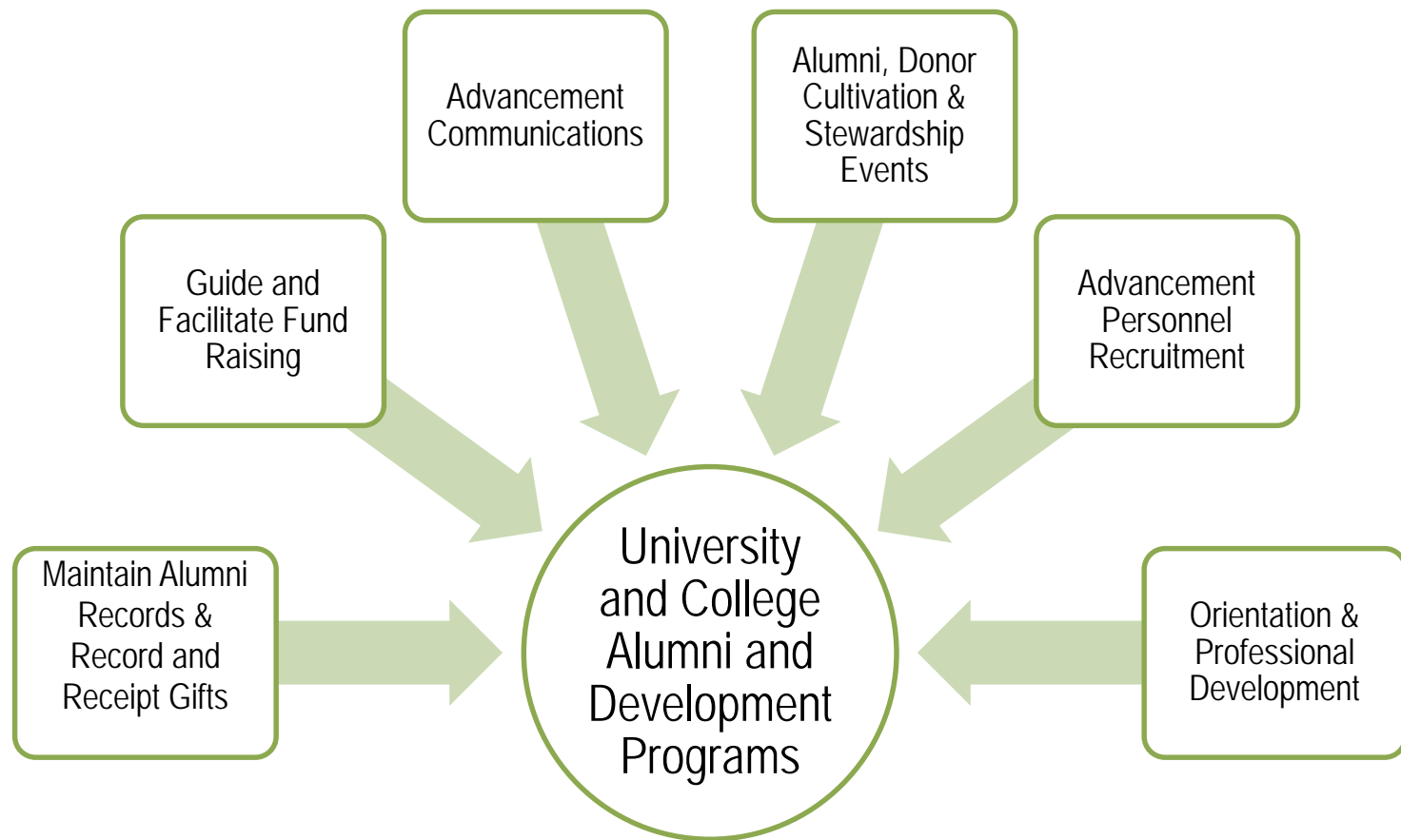
Adv. Information Systems

Alumni Biographical Records
Gift Processing
Prospect Development and Donor
Strategy
Business Intelligence and Analytics

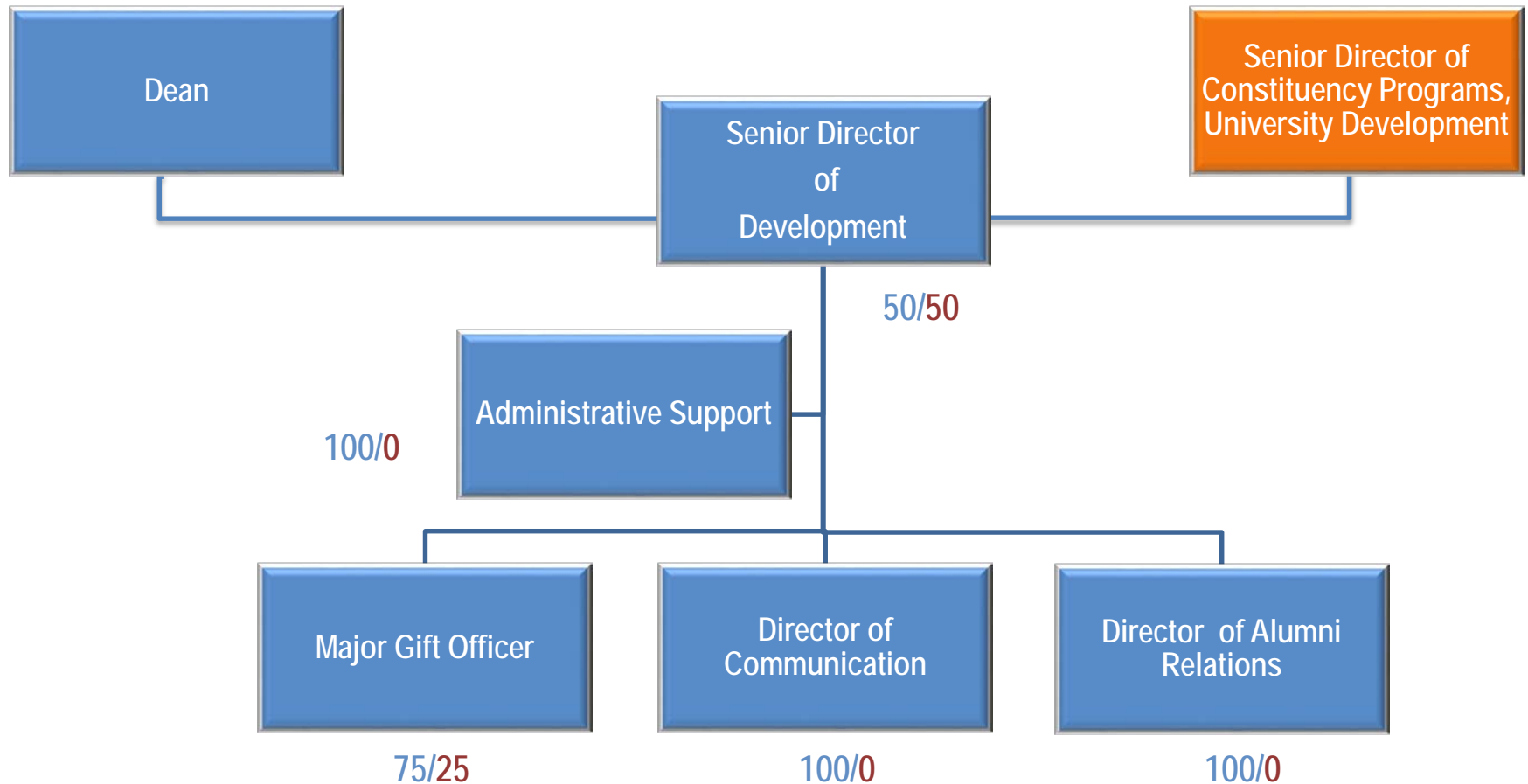
Adv. Marketing & Communications

alumni.msu.edu / givingto.msu.edu
Alumni Magazine / Developments
Direct Mail / Greenline Telemarketing
Event Production
Donor Stewardship

Campus-wide Advancement Services

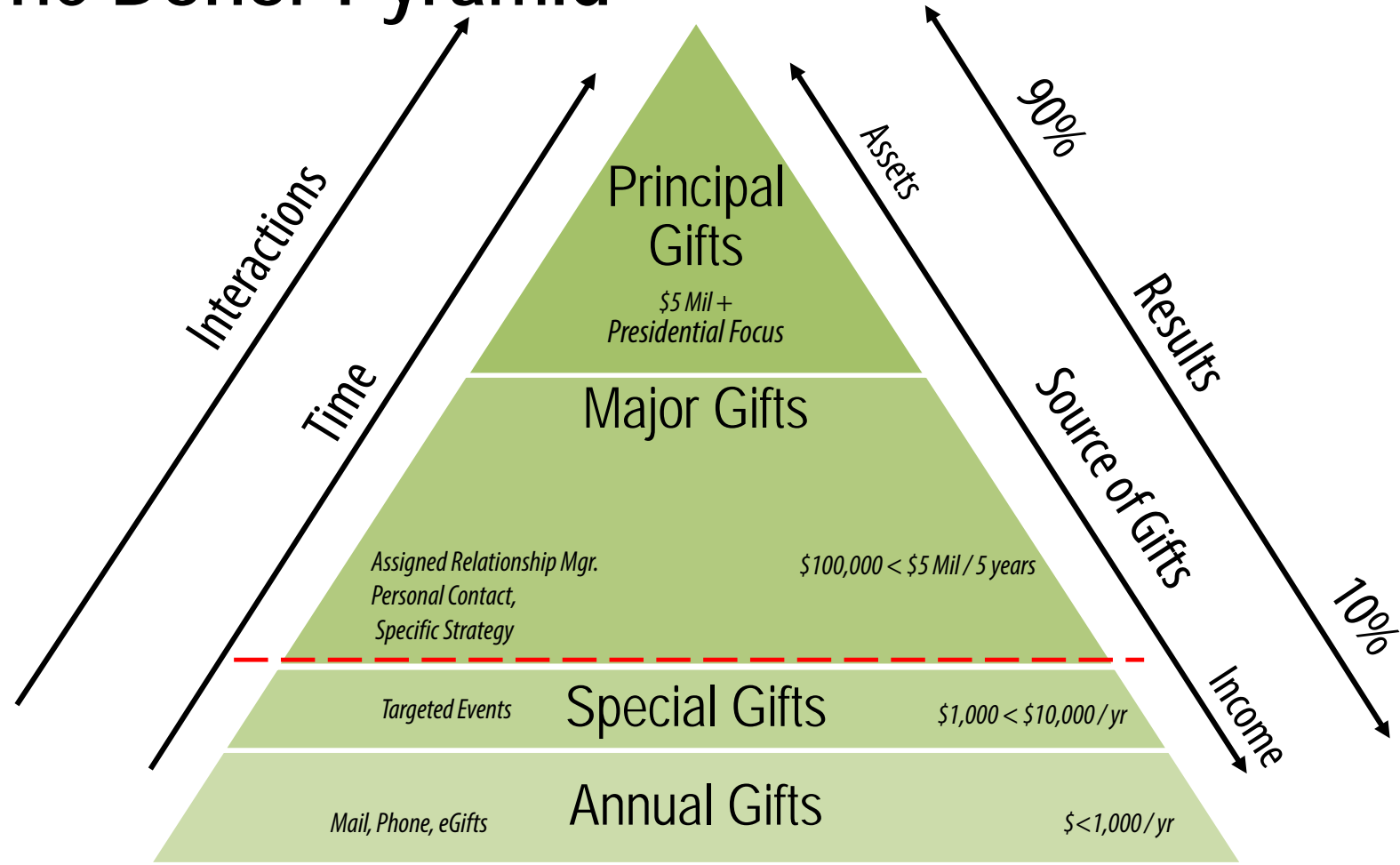


Sample College/School Partnership



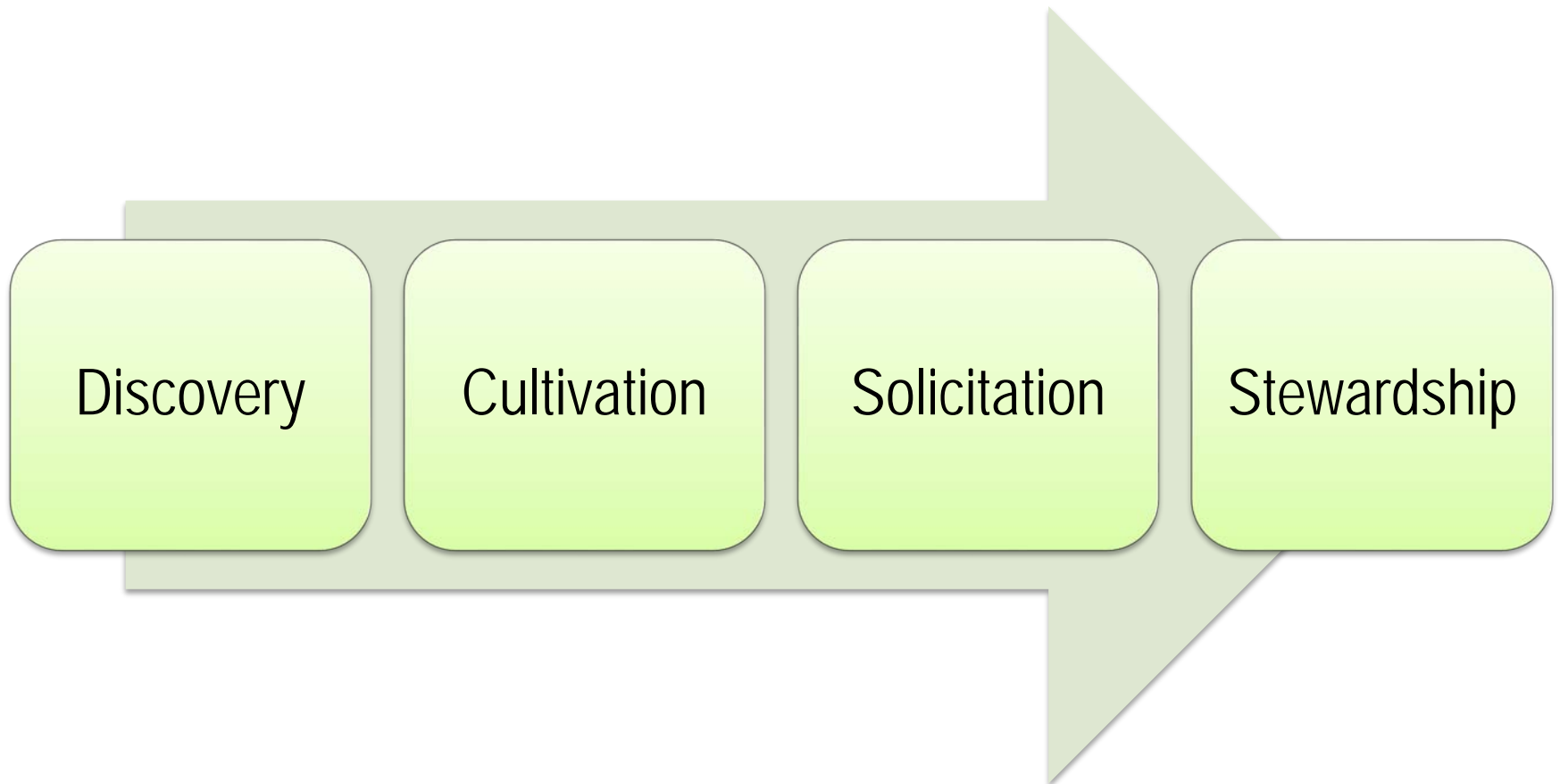


The Donor Pyramid





The Donor Continuum





FY 2017 Total Gift Production vs. Cash Receipts

\$254.7 M

Total Gift Production

All new gifts acquired in the current fiscal year including new pledges and bequest intentions a measure of new development productivity.

(Campaign Counting)



\$200.8 M

Cash Receipts

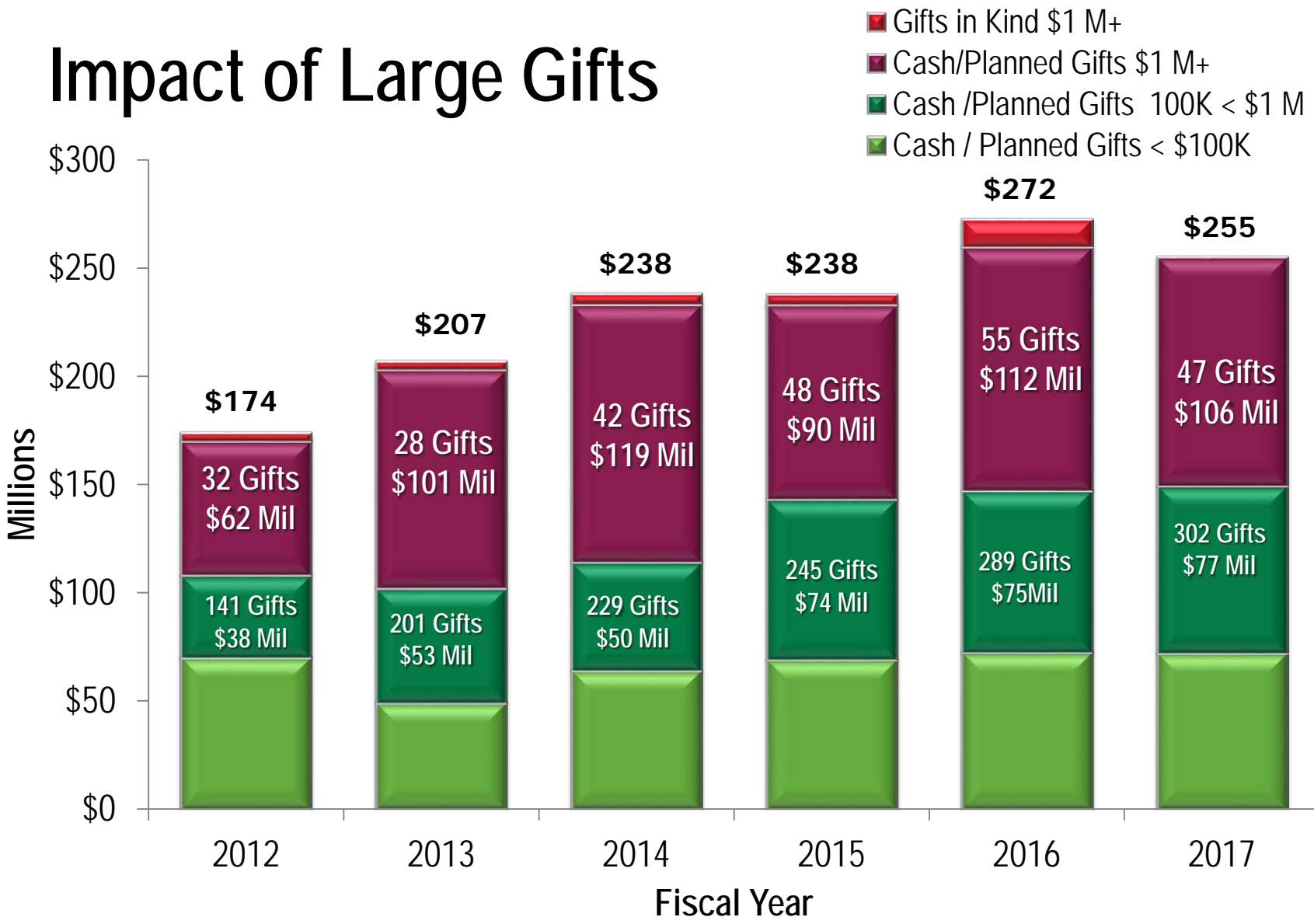
The most conservative accounting of giving, accounting for only actual gifts in-hand

(CAE- VSE Survey)





Impact of Large Gifts





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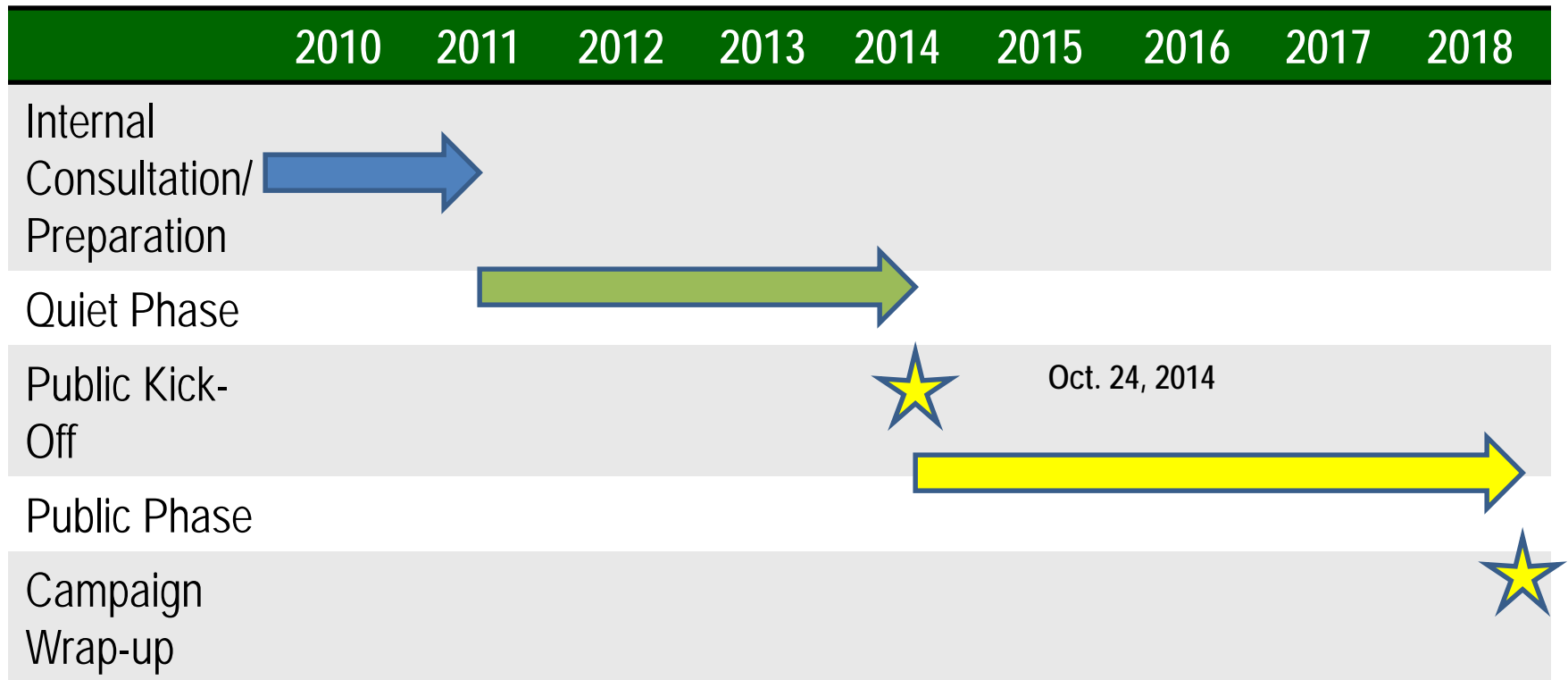
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Why do we do Capital Campaigns?

- Campaigns provide a discipline for setting fundraising priorities
- Campaigns create excitement, intensity and a series of deadlines that motivate donors to give, and give at higher levels
- Campaigns create pride and a positive environment in the university that help to re-energize alumni, faculty and staff to seek and give private support
- Campaigns generally bring 25-40% new money to a university that would not have been raised otherwise
- Campaigns help fund high-priority needs such as scholarships, fellowships, professorships, research, new programs, and buildings
- Campaigns bring discipline and accountability to fundraising personnel and programs

Campaign Time Table





STUDENT SUPPORT

We are inclusive.

We are providing exceptional experiences.

We are rigorous and can draw top students from around the world.

COMMUNITY SUPPORT

We are enriching.

We are evolving.

We are inspiring.



FACULTY SUPPORT

We are creative and innovative.

We are leaders with a network.

We are mentors.

We are finding new paths.

RESEARCH SUPPORT

We are experts in areas of critical importance to the world.

We are driven to put the best ideas to work for others.

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Total Giving Activity

New gift commitments: cash, pledges, in-kind, planned

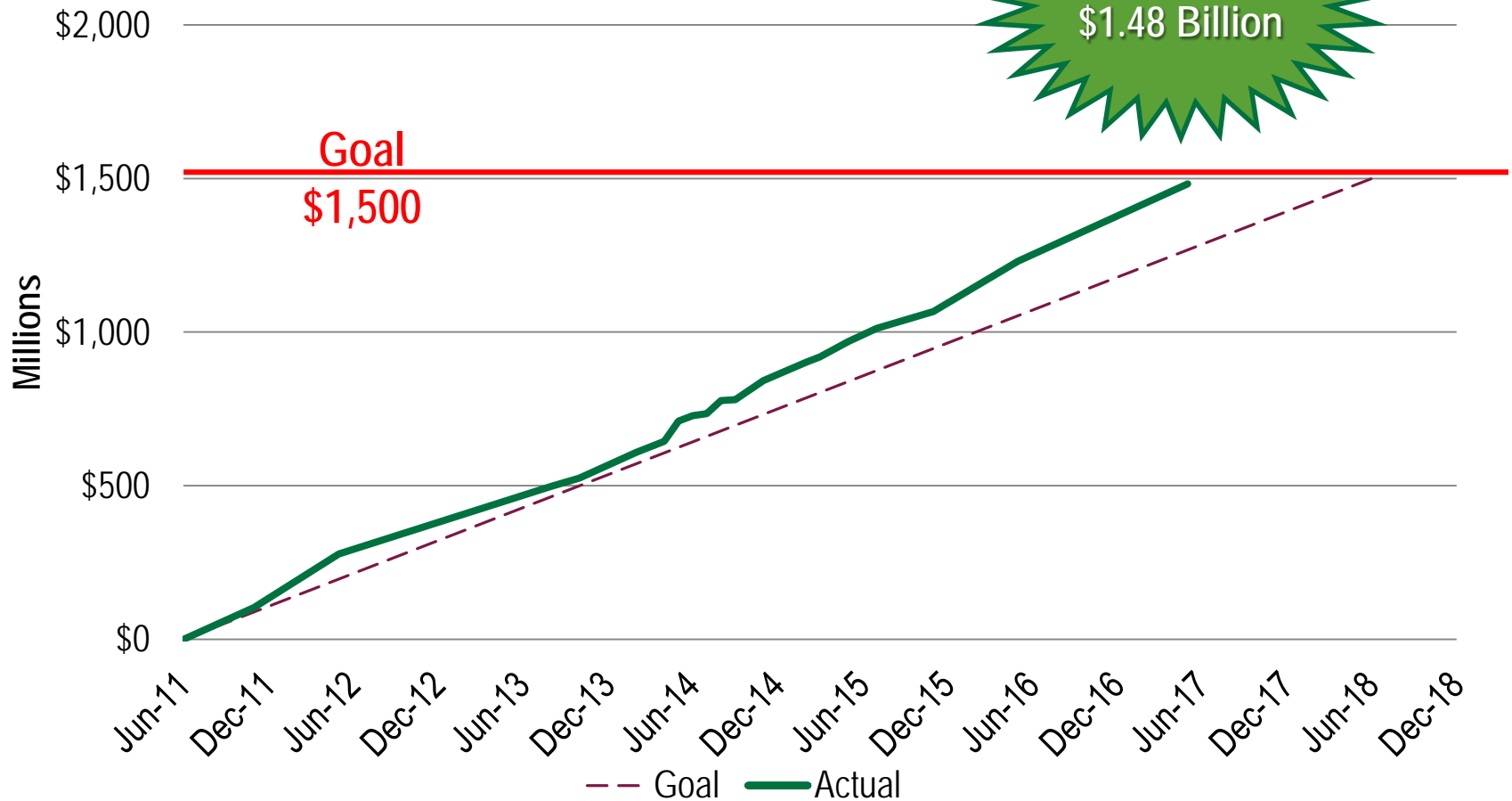


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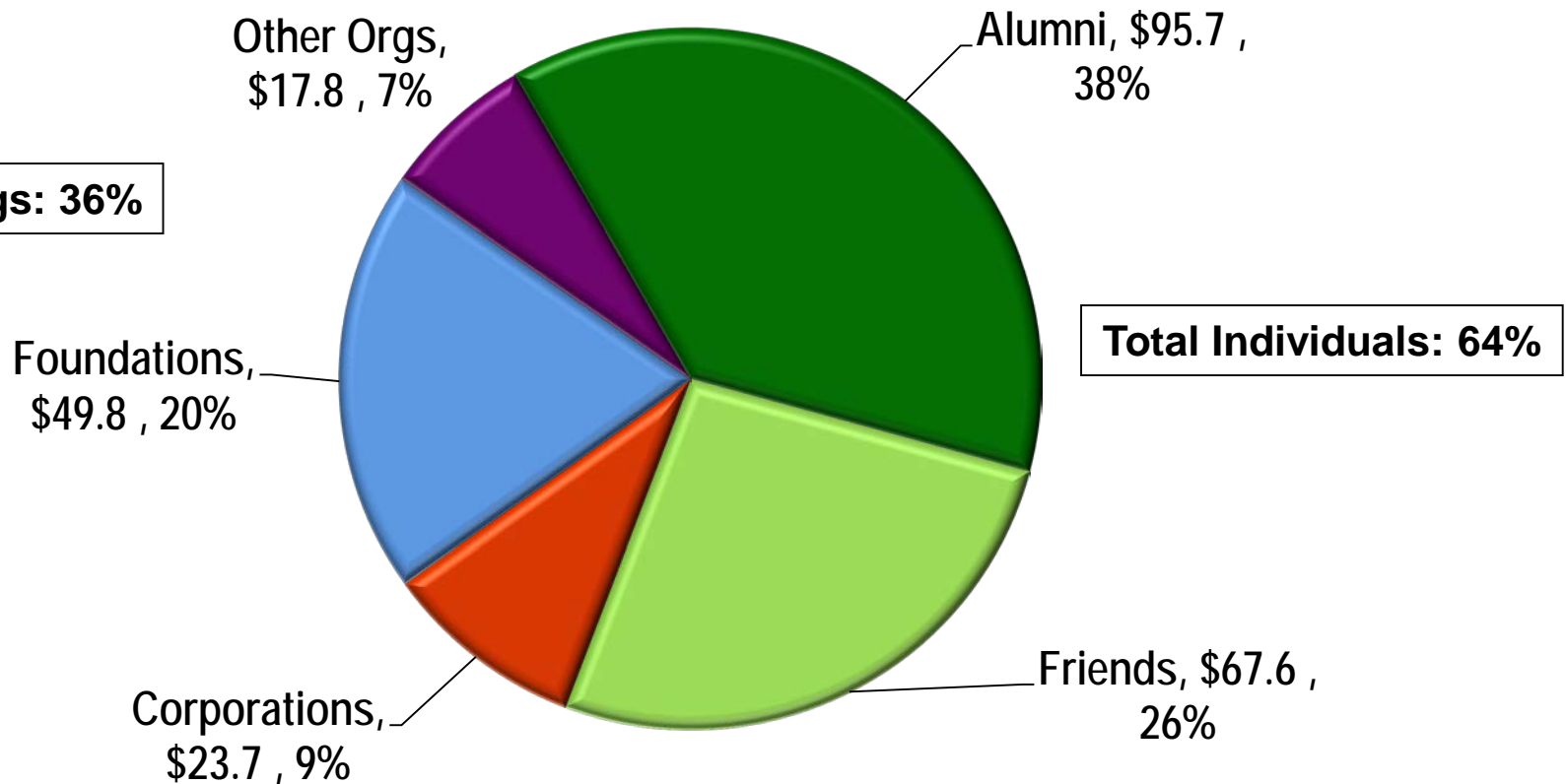
THE CAMPAIGN for MICHIGAN STATE UNIVERSITY

PROGRESS TOWARD CAMPAIGN GOAL

June 30, 2017
\$1.48 Billion



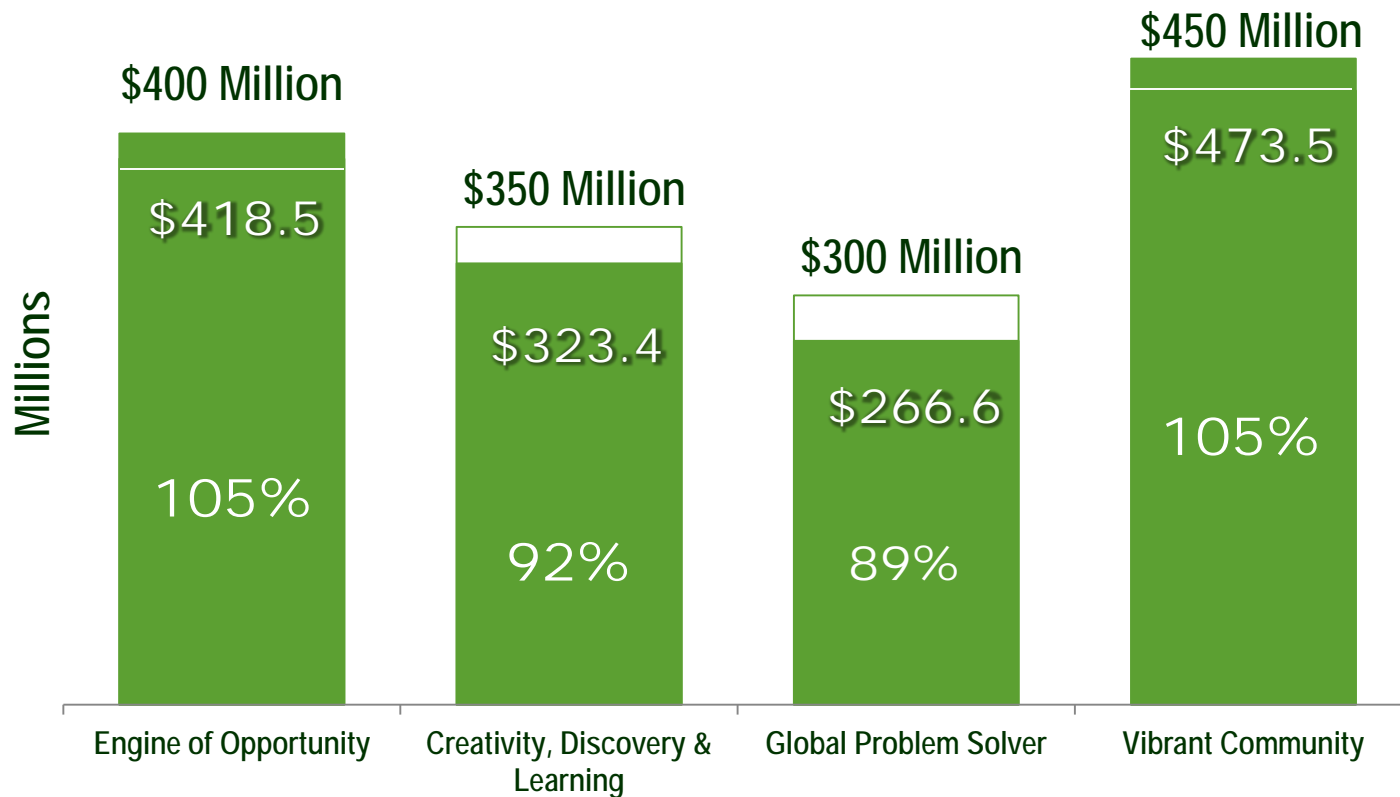
FY2017 Total Giving Activity: Source of Private Support



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CAMPAIGN PRIORITIES PROGRESS



Updated: 6/30/17



Nine “Musts” for a Program Leader

1. Provide a vision and direction for the program which is clear and ambitious
2. Provide development staff with a focused set of the fundraising priorities for the program and communicate the same information to faculty and other key administrators
3. Invest sufficient budget resources for the development officer which include secretarial support, travel money, and donor cultivation events
4. Make time to visit with prospects. Flexibility in meeting the schedule of key prospective donors is often more important than just scheduling a day for the development officer to fill



Nine “Musts” for a Program Leader (cont.)

5. When seeing donors and prospects, develop long-term relationships that will benefit the program, school and University and share with them the positive aspects of the program as well as the commitment to excellence and plans for improvement
6. Leverage the time and effort of you and your development staff by utilizing the full array of resources to help with program prospects and donors—regional major gift staff, planned giving staff, corporate and foundation staff, annual giving staff, donor relations, and development communications
7. Create expectations among faculty to be involved in a coordinated fashion, in the cultivation of prospects and the stewardship of donors (e.g. engaging prospects in a class or seminar, speaking to groups of alumni and donors, meeting with the donor of an endowed chair for stewardship, etc.)



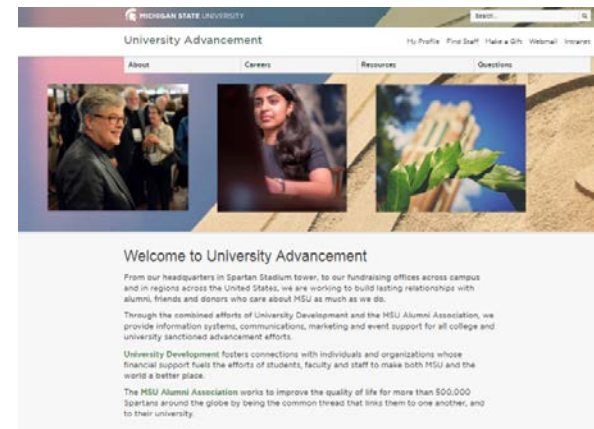
Nine “Musts” for a Program Leader (cont.)

8. Have high expectations of the School development officer to identify major gift prospects, to develop and enhance relationships with prospects, to make use of both School events and University events and resources to bring prospects closer to Michigan State University. Development staff, in partnership with volunteers and other development staff, should take the lead in prioritizing the time of academic and program leaders in cultivating and soliciting prospects
9. Regularly thank volunteers and donors for their help to the program. Provide leadership in making good use of donor funds – ensure that gifts are making a difference and insist on good stewardship by others in your program



Additional Resources

- [University Advancement](#)
 - Includes org charts, searchable staff List
- [University Development](#)
- [MSU Alumni Association](#)
- [Gift Planning](#)
 - Includes examples of charitable gift planning techniques through tax and estate planning
- [Endowments at MSU](#)
 - Includes most recent annual endowment performance report, endowment FAQ,
- [MSU online giving site](#)
- Don't Fear Fund Raising, David Perlmutter, Chronicle of Higher Educ.
 - [Part 1 – The ins and outs of asking 'friends' for money](#)
 - [Part 2 – Matching donor passion to your department's needs](#)
- [FY2016 Best Fundraising year ever! – Press Release](#)
- [Empower Extraordinary Launch Recap](#)
- [College and Unit Campaign Case Statements](#)





THE WORLD NEEDS
MICHIGAN STATE,
AND MICHIGAN STATE
NEEDS YOU.

EMPOWER.MSU.EDU | #EmpowerMSU