Campaign Update

Stephen F. Austin State University

July 23, 2018
Preliminary Goal: $100 Million

Organization
Sept. 2015 - 2017
Counting Begins

Advance Gifts
2017–2020
Advance and Other Gifts

Public Phase to Completion
2020–2022
Community Outreach and All Other Gifts
Advance Gifts Phase: Benchmarks

- Secure $60 million in Advance Gift commitments.
- Conduct Advance Gift cultivations and solicitations on the top qualified prospects.
- Complete solicitations of the SFASU Foundation Board of Trustees to ensure 100 percent participation.
- Determine the campaign public goal based on Advance Gifts Phase results.
- Conduct cultivation events that focus on Advance Gifts prospects.
- Enlist and train volunteer leadership for Advance Gifts Phase.
- The public announcement for the campaign will depend on the amount of campaign gifts secured during the Advance Gifts Phase, plus other gifts closed by date TBD. Total gifts and pledges should reach over 60 percent of the campaign goal before SFASU holds the public kick-off event.
Current Work in Progress

- Implementing feasibility study recommendations.
- Campaign plan.
- Campaign leadership invitations.
- Campaign volunteer leadership/donor strategies.
- Dean training and donor strategies.
- Updated naming policy.
- Prospect ID (via screening).
- Focusing fundraising efforts on funding priorities identified in the feasibility study and those from the president.
Feasibility Study Recommendations

- Staffing
- Optimizing the Database
- Portfolio Management
- Volunteer and Campaign Leadership
- Stewardship
- Review and Update Key Policies
- Alumni Engagement
Prospect Identification and Management Update and Next Steps

Accomplished to Date:

- Prospect Management Policy: reviewed key elements of policy.
- Wealth Screening: submitted around 100,000 of SFASU’s records for wealth screening.

Next Steps:

- Prospect Management Policy: develop policy and identify potential prospect management task force members who will review, modify, approve, and implement the policy.
- Verification: BWF will continue to verify names from the screening and develop an ongoing verification plan for remaining top records.
- Portfolio Optimization: key objective is to ensure that major gift officers are managing the best prospects in their portfolios.
## $100 Million Gift Table

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<th>Qualified Prospects</th>
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<th>Averaging</th>
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Questions?

Please contact us if you have any questions:

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