Campaigns

Look at the background/history
Who is managing the campaign
How comprehensive is it

Background

• Know your School/College
• # students
• # alumni
• States alumni are concentrated in/top 10
Know the Priorities

• Combined goals?
• Campus specific?
• Scholarships?
• Faculty development?
• Bricks and mortar?

Volunteers

• You can’t have enough
• Blend alumni and community
• Discover passions in alignment with priorities
• Include students
Materials

• Written materials with your case for support
• Web sites-easily accessible
• Utilize social media
• Local media releases

Structure

• First 1-3 years are quiet
• Public announcement
• Keep Schools/colleges updated on progress
Faculty and Staff

• Don’t forget the people you interact with often
• We had 74% increase in their giving
• Separate task force with their message and buy-in
• 47% of donors were alumni
The University of Tennessee currently is in a $1.1 Billion Campaign – “Join the Journey”. The time frame for the campaign is January 1, 2012 – December 31, 2020 (9 years).

Join the Journey is based on the objectives of the VOL Vision 2020:

The objectives of the VOL Vision 2020:

• Outlines high-level vision, strategic priorities, metrics, and goals
• Provides a framework for colleges and divisions in planning
• Guide resource decisions, since priorities are incorporated into annual planning, budget processes, resource allocation, academic program review, performance evaluations, and other processes.

The VOL Vision 2020 includes six strategic priorities:

• Undergraduate Education
• Graduate Education
• Research, Scholarship, Creative Activity, and Engagement
• Faculty and Staff
• Resources and Infrastructure
• Diversity and Inclusion
Join the Journey
University of Tennessee, Knoxville
College of Nursing

Goals for the UT College of Nursing were determined by the Dean, Associate Vice Chancellor of Development and Alumni Affairs, and the Director of Development:

• Previous Campaign Goal: $4 Million  Raised: $7.8 Million
• Current campaign goal is based on the following best practices:
  o Amount of dollars raised during the last 5 – 7 years
  o Analysis and assessment of largest donors
  o Priorities of the college set by the Dean

UT College of Nursing Join the Journey Campaign Goal

Goal: $15 Million
Four Key Philanthropic Investments

<table>
<thead>
<tr>
<th>Faculty Support:</th>
<th>Goal</th>
<th>$3,500,000</th>
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<tbody>
<tr>
<td></td>
<td>Progress</td>
<td>$2,431,316</td>
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<td>% Goal Achieved</td>
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<th>Undergraduate Scholarships Merit Based:</th>
<th>Goal</th>
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<td>Progress</td>
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<th>Undergraduate Scholarships Need Based:</th>
<th>Goal</th>
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<td>Progress</td>
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<td>% Goal Achieved</td>
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Graduate Student/Fellowship Support:

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<tr>
<td>Progress</td>
<td>$1,457,635</td>
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<td>% Goal Achieved</td>
<td>89.7</td>
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Strategic Unit-Based Priorities:

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<th>Goal</th>
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<tr>
<td>Progress</td>
<td>$4,715,963</td>
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<tr>
<td>% Goal Achieved</td>
<td>68.9</td>
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Although quarterly updates will not be released until early April 2018, at the end of February 2018, the UT College of Nursing is at:

81.6% of our $15 Million Goal
UT College of Nursing Join the Journey Campaign

Initiatives that assisted in advancing fundraising for the Join the Journey Campaign:

• Chancellor’s Faculty Challenge: The Chancellor immediately provides the full endowment income for all new gifts and five year pledges made to establish endowments of $100,000 supporting faculty. This enables deans to immediately begin using these private gift commitments to retain and recruit leading faculty.

• UT College of Nursing Advisory Board: The Advisory Board assists the Dean and the Director of Development with fundraising. The Development Committee of the Advisory Board serves as a leading advocate for the college in supporting fundraising activities by influencing individuals who have the capacity to give. The committee also assists the Director of Development in cultivating and soliciting donors and securing gifts, hosting events where major potential donors may be cultivated. The Development Committee also supports with the Annual NightinGala, by assisting with planning and implementation of the event, solicitation and securing sponsorships and donations.

Faculty Impact

• **110** New Faculty Awards, Chairs, or Professorships Established **Since 2011**

• **$40 Million** Generated In Support To Recruit and Retain Outstanding Faculty

• Chancellor Has Provided Over **$5.4 Million** In Up-Front Money To Award Endowments Early

• All Nine Colleges Have Had At Least One Endowment Established

• Some Colleges Received Their First Endowed Faculty Position
Student Impact

• 613 Undergraduate Scholarships Have Been Established

• 236 Graduate Scholarships And Fellowships Have Been Established

Overall Impact

• Endowment Market Value Has Grown From $442 Million To $642 Million (+200M)
• Endowment Book Value Has Grown From $316 Million to $487 Million (+171M)
• Number Of Endowments Has Grown From 2,215 to 2,787 (+572)
• Three Of The University’s Top Fundraising Years have Happened During This Campaign
Results at University of Kansas

- $1.66 Billion
- 82% outright gifts or pledges (18% bequests)
- 87% of gifts were $500 or less
- #570,752 gifts
- #131,240 number of donors
- 49% new donors
- 53% of gifts were from Kansas

Results School of Nursing

- $11M brought in
- Averaged $1.3M each year
- Doubled the amount of scholarships
- Added 3 Professorships
- Collaborated with School of Medicine on nurse/doctor couples for joint gift