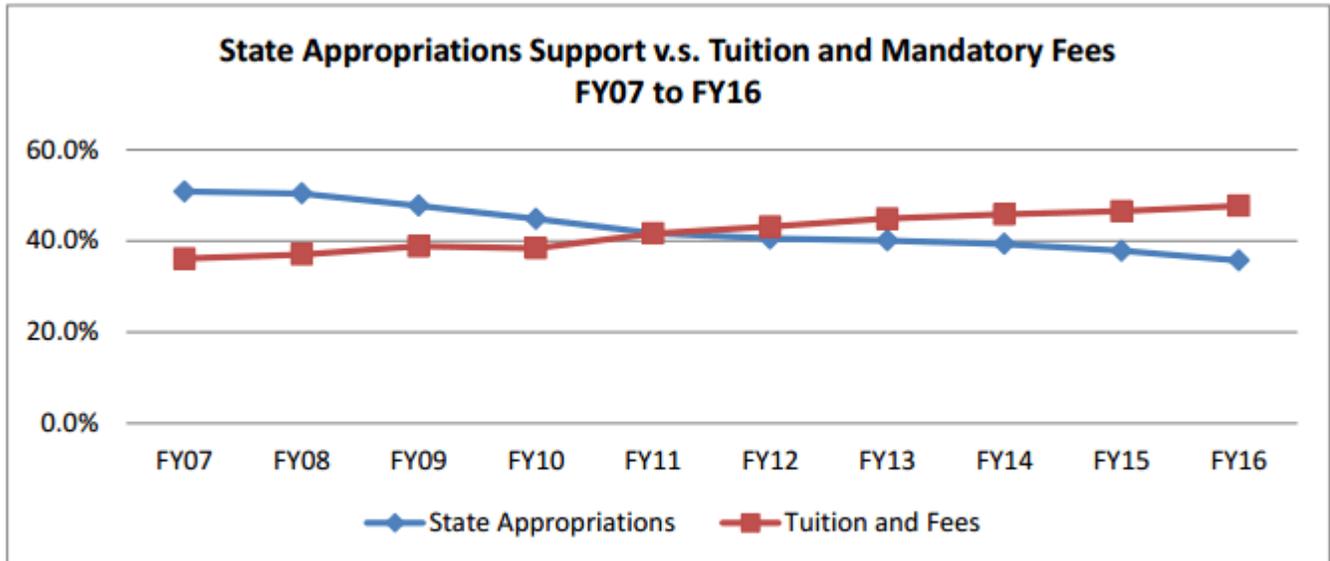


Strategies Worksheet

Goal 5 – Strategy 1: Develop and Implement a Comprehensive Fundraising Plan

A. Introduction and Background

Financial strength and stability is the foundation for the success of a university. In the wake of historic decreases in the funding of public higher education institutions in the US, including Oklahoma, the development and implementation of a comprehensive fundraising plan is essential.



Source: Oklahoma State Regents for Higher Education Tuition Impact Analysis Report

In light of this trend, we believe a strategy to develop a comprehensive fundraising plan is by integrating the ECU Foundation, Inc., the ECU Office of Advancement and the ECU Alumni Association programs within a strategic fundraising plan to promote stronger constituent relationships and generate significant private financial resources for the university.

A culture of philanthropy begins with the increase in donor engagement. As current and prospective donors are cultivated, educated, and inspired, we anticipate an increase in overall giving. This strategy will encompass the following programs and initiatives to support and build a comprehensive fundraising plan:

1. Increased effectiveness in Alumni Relations

Alumni participation creates a broad and diverse base of support, as well as a pipeline of future support. In addition, consistent giving by alumni in the years immediately following graduation increases the likelihood of becoming major donors later in life.

The East Central University Alumni Association has 1,849 active members in its Association; however 907 are the most recent graduates. Each year, each member of the graduating class receive one free year of membership into the association. Of the remaining 942 active members, 883 are lifetime members and 59 are individuals that only gave once to the association. During the last year, the ECU Alumni Association only had 15 active members who gave to the general fund at ECU. There were, however, 96 other members that gave to the ECU Alumni Association general fund and most of those were considered to be part of the Golden Tigers. With over 33,000 living ECU alumni, we need to expand alumni relations.

2. Develop an annual giving campaign

The benefits of an annual giving campaign are numerous, including consistency, donor retention, and flexibility. An annual campaign occurs year after year and provides regularly-scheduled donor engagement and a retention cycle, which is critical to keeping donors involved and active in the

organization. It is important that the annual campaign be supported by the combined efforts of ECU administration, ECU Foundation, Inc., and the ECU Office of Advancement.

Although not the only provider of scholarships to students, The ECU Foundation, Inc. provides a significant amount of scholarship funds to students attending East Central University. The ECU Foundation, Inc. was established in 1970 with a contribution of \$2000 and has grown to over \$33 million. Currently each year, over \$500,000 in scholarships are awarded to students. A fundraising strategy will continually grow and fund current scholarships, while also providing new scholarships and additional funding for special programs. A total of 344 scholarships are currently available with a total of 509 students being awarded scholarships for the 2017-18 school year. We need to develop and implement an annual giving campaign.

3. Develop a strategic capital campaign

A capital campaign is defined as an intensive function designed to raise a specified sum of money in a defined time period to meet the varied asset building needs of the organization. The greatest success that ECU has experienced in fundraising has been thru capital campaign projects, such as the Hallie Brown Ford Fine Arts Center (2009) and the Chickasaw Business and Conference Center (2013), which houses the Stonecipher School of Business. To continue to recruit and retain students, grow and expand programs, and provide facilities for these activities, we need to develop a strategic capital campaign.

B. Contributions to Other Goals:

Goal 1: Achieve academic excellence through innovative programming, outstanding faculty, continual assessment, a flexible learning environment and community engagement.

Goal 2: Maintain strong undergraduate and graduate enrollment and high retention, graduation, and job placement rates.

Goal 3: Create and nurture an inclusive, dynamic, and engaging experience for all stakeholders.

Goal 4: Create a culture of effective communication

C. Specific Actions, Elements, Steps, and Timelines

Steps to improve the effectiveness of the alumni relations include:

1. Developing a combined Alumni/Foundation Membership program and increase membership X %
2. Continue to develop and maintain databases of important constituency groups
3. Identify ECU alumni populations in area and state school systems, increasing our reach by X%
4. Continue to identify and promote prestigious alumni achievements by recognizing a minimum of 20 individuals per year
5. Increase alumni participation and giving by 5% per year
6. Develop an employee bonus plan payout based on increased alumni participation and giving

Steps to increase annual giving include:

7. Increase the identification and solicitation of annual givers by 5% annually
8. Increase faculty/staff participation in the annual giving program by 5% each year
9. Identification of a minimum of 10 internal and external individuals, businesses, and organizations with whom to build relations for the university and the foundation
10. Increase the number of individuals participating in the President's Circle by 33% each year reaching 100% by 2021
11. Identify and raise funds to endow a minimum of three scholarships per year at the foundation endowment level (\$10,000)
12. Identify and raise funds to endow a minimum of three scholarships per year at the centennial endowment level (\$15,000)

Steps to insure the success of a capital campaign include:

13. Ensure and measure support and time commitments from all key groups including foundation members, president, advancement, faculty/staff, and major donors
14. Develop a clearly defined plan based on important and legitimate institutional goals, budgets, and needs by March, 2019

D. Potential Models and Useful Information

<https://www.mobilecause.com/capital-campaign>

<https://annualgiving.com/2018/02/11/5-reasons-alumni-participation-important/>