

BOA Fundraising Committee Update

February 2012

- General Fundraising Update
 - CAS Alumni Donors up 14 percent to 2446
 - Revenue to the CAS Annual Fund flat at \$800,756
 - Membership in the Leadership Society among CAS Alumni up 26 percent to 78
 - Membership in the Leadership Society among parents up 8 percent to 53
- BOA Stewardship Project
 - 650 calls to date
 - BOA Volunteers: 240
 - Students/Staff: 410
 - BOA Volunteers focus on recent alumni and first-time donors. Students/staff call others.
- BOA Micro Challenges
 - Completed
 - Sybunt CYE Online Giving Challenge
 - Increase of 33 percent number of sybunts making gifts (used \$5k)
 - All gifts made online at FYE May 15-May 31 (\$10k budgeted)
 - Gifts made to phonathon by credit cards (\$10k budgeted)
 - Focus on groups whose pledge rate is under performing
 - Focus on groups whose credit card rate is under performing
 - Lybunts who did not make a gift in FY10 (\$5k budgeted)
 - Never givers who make first gift in response to mailing. (\$1k budgeted)