

CAS Fundraising Update

Spring 2018

CAS Annual Fund and Alumni Participation Progress

Summary	FY18 YTD	FY18 Goal	Percent to Goal	FY17 YTD	% Change YTD	FY17 FINAL
CAS Alumni Donors	2,275	3,717	61%	2,254	1%	3,690
CAS Senior Donors	48	290	17%	47	2%	283
CAS Student Donors	25	280	9%	27	-7%	256
CAS Annual Fund Dollars Raised	\$1,534,828	\$1,907,600	80%	\$1,043,422	47%	\$1,483,462
CAS Alumni Donor Renewal Rate	48%	74%	65%	47%	2%	67%
CAS Alumni Donors (renewed)	1762	2,749	64%	1,889	-7%	2,691
CAS Alumni Donors (reacquired)	464	870	53%	339	37%	690
CAS Alumni Donors (acquired)	49	98	50%	26	88%	309

**as of 1/31/18*

Year-to-Date Fundraising Highlights:

Phonathon: 52% increase raising \$126,336 from alumni & parents compared to \$83,071 in FY17.

CAS Alumni: 26% increase with \$606,276 in Annual Fund contributions compared to \$482,049 in FY17.

Events: 123% increase with 58 gifts secured at events compared to 26 in FY17.

Board of Alumni Giving

- FY18 total gifts and pledges to date: \$29,029 (annual fund and restricted funds)
- Participation (including pledges): 21/23 Goal: 100% participation
- \$20,001 in challenge dollars remain to be utilized in FY18.

Spring Projects

Lewis & Clark Philanthropy Council (LCPC)

Lewis & Clark Philanthropy Council is a group of alumni and parent volunteers who are committed to growing philanthropy at Lewis & Clark. Through annual outreach to their peers, they seek to grow the community of support.

Philanthropy Council concentrates its work three times (or sessions) per year: fall for CYE, around LC Day of Giving in early spring, and May for FYE. Members include Reunion Giving volunteers with the aim of keeping these volunteers involved in between reunion cycles.

Recruitment for LCPC has begun! You all have received an email from Annual Giving inviting you to be a part of this new and vital group on campus. Annual Giving will be conducting trainings, providing templates, tracking progress, and reporting back to the group the results of their outreach.

Through personal outreach and connections, LCPC lays the groundwork for a successful campaign.

Learn more about LCPC at go.lclark.edu/lcpc.

April 3, 2018 Lewis & Clark Day of Giving

The third annual LC Day of Giving will, for the second year in a row, include all three schools in a quest to secure 1,867 gifts in 24 hours to unlock an additional \$150,000 gift from Trustees. A multi-channel communication effort featuring email, direct mail, Phonathon, and social media will be deployed and events will be held on campus to encourage gifts from faculty, staff, and students. Newly recruited and trained Philanthropy Council members will play an integral role in spreading the word and soliciting gifts through peer to peer asks.

As a reminder, the 2017 Day of Giving included all three schools and secured 2,099 gifts totaling \$279,103. The 2016 Day of Giving, which only included the College of Arts & Sciences, resulted in 1,753 gifts raising \$172,120. The Board contributed to these successes through making gifts, sharing social media posts, and encouraging alumni to participate.

Primary ways the Board can help us succeed once again!

1. **By March 1**, join the Lewis & Clark Philanthropy Council (LCPC) and help increase the alumni participation rate through peer to peer asks.
 - a. You will receive training and outreach templates to prepare you for peer to peer asks.
 - b. You will join other alumni and parents committed to soliciting gifts three times a year.
2. Consider making a pledge payment, fulfilling your pledge or making an additional gift on April 3. If you currently make a monthly gift, your April payment will count toward the Day of Giving Campaign. Additional gifts are always welcome.

May Fiscal Year End Strategy

This May will feature a two-pronged strategy for meeting Annual Giving's alumni donor goal of 4,007 in FY18.

- 1) Annual Giving is partnering with specific academic departments to craft fiscal year end appeals written and signed by faculty. This provides an opportunity for alumni to get a short update from and make a gift to the department for which they have the most affinity.
- 2) The Board's generosity has generated a remaining \$20,000 that will be used to challenge alumni to reach (or surpass) our donor goal in the final days of May.