

CAS Fundraising Update

Spring 2016

CAS Annual Fund and Alumni Participation Progress

Summary	FY16 YTD	FY16 Goal	Percent to Goal	FY15 YTD	% Change YTD	FY15 FINAL
CAS Alumni Donors	2,586	4,000	65%	2,555	1%	3,790
CAS Annual Fund Dollars Raised	\$1,104,496	\$1,580,000	70%	\$974,812	13%	\$1,401,246
CAS Alumni Donor Renewal Rate	48%	74%	65%	50%	-5%	66%
CAS Alumni Donors (renewed)	1,947	2,800	69%	2,011	-3%	2,702
CAS Alumni Donors (lapsed)	469	835	55%	476	-1%	760
CAS Alumni Donors (acquired)	171	365	26%	66	68%	329

**as of 2/11/16*

Year-to-Date Fundraising Highlights:

- More than 108 seniors have made their senior gift as compared to 17 last year.
- Non-senior, student giving is at an all-time high of 78 gifts designated to Pioneers for Pioneers, primarily due to the work of the student body president and her committee as well as the support from Annual Giving and the Senior Gift Council.
- Phonathon has seen a 24 percent increase in dollars raised.
- Direct mail has seen a 21 percent increase in dollars raised.
- CAS alumni have increased dollars raised by 5 percent.
- Reunion Giving program has raised \$258,696 from 393 donors. Class of '76 leads in participation and the Class of '71 leads in dollars raised.
- It's my understanding that a Diversity Fund is in the works. We hope it will be finalized by April 5.

Board of Alumni Giving

- FY16 total gifts and pledges to date: \$38,310 (annual fund and restricted funds)
- Participation (including pledges): 22/22 Goal: 100% participation

Spring Campaign

April 5, 2016 Lewis & Clark Day of Giving

The primary purpose for the LC Day of Giving is to engage LC students, alumni, parents, faculty, and staff through multi-channel communication and on-campus activities to raise dollars and donors for the college. The tentative goal is to raise 1,000 parent, alumni, student, faculty and staff donors in 24-hours. At this time we have challenge funds from a parent as well as the Board of Alumni and we hope to find one more donor to top off the challenge opportunity.

There will be on-campus activities to help promote the importance of community and of giving. The Senior Gift Council will table for the event, faculty will make announcements in the classroom, and we hope to have at least one faculty challenge for the on-campus/student campaign.

Off-campus, our focus will be on direct mail, email, social media and phone campaigns. Phonathon callers will leave messages with constituents the week before. Alumni and parent volunteers will post reminders and encouragement on Facebook and Twitter. Faculty will email alumni who majored/minored in their department to encourage giving. We will send one postcard and five emails throughout the day. The website will be updated regularly beginning at 8 a.m. April 5 and into the evening.

Ways the Board can help:

1. Do you know someone who would help spread the word to fellow alumni April 5? Let us know!
2. Encourage friends to participate via email and phone on April 5.
3. Participate as a social media ambassador on April 5.
4. Consider making a pledge payment, fulfilling your pledge or making an additional gift on April 5. If you currently make a monthly gift, your April payment will count toward the Day of Giving Campaign. Additional gifts are welcome!

Proposed change to language in “Board Member Responsibilities” Document

Purpose: Over the years, members have indicated the current language is confusing. The proposed changes provide clarity regarding the giving recommendations for board membership.

Current Language

Commitment to the College

The Board of Alumni is proud to be giving our time and talents to Lewis & Clark. We also make a financial commitment to the College each year. Board members make minimum donations at the following levels, corresponding with how many years have passed since graduating the College:

- Less than 5 years \$175
- 6 -15 years \$500
- More than 16 years \$850

Proposed Language

Commitment to the College

The Board of Alumni is proud to be giving our time and talents to Lewis & Clark. We also make a financial commitment to the College each year. Each fiscal year, Board members make minimum cash donations (not including in-kind contributions) at the following levels, corresponding to how many fiscal years (June 1 - May 31) have passed since a member's graduation year:

- *Less than 5 years \$175*
- *5 -15 years \$500*
- *More than 15 years \$850*

To illustrate, for members of the "Class of 2000" the fiscal year June 1, 2000, to May 31, 2001, would be FY1 (even if the Class 2000 member graduated a little before June 1, 2000). So Board members in that class would be expected to give \$175 per fiscal year through May 31, 2004; \$500 per fiscal year through May 31, 2015; and \$850 per fiscal year thereafter.