

CAS Fundraising Update

Spring 2017

CAS Annual Fund and Alumni Participation Progress

Summary	FY17 YTD	FY17 Goal	Percent to Goal	FY16 YTD	% Change YTD	FY16 FINAL
CAS Alumni Donors	2,245	4,211	53%	2,428	-7.5%	4,017
CAS Annual Fund Dollars Raised	\$977,240.90	\$1,630,000	60%	\$1,101,493.60	-11%	\$1,571,460
CAS Alumni Donor Renewal Rate	50.11%	74%	68%	49.75%	1%	72%
CAS Alumni Donors (renewed)	1,899	3,051	62%	1,922	-1%	2,745
CAS Alumni Donors (lapsed)	336	800	42%	449	-25%	866
CAS Alumni Donors (acquired)	46	360	13%	85	-45%	406

**as of 1/30/17*

Year-to-Date Fundraising Highlights:

- More than 36 seniors have made their senior gift as compared to 28 last year.
- Pioneers for Pioneers has seen an 87 percent increase in student dollars from FY16.
- Email has seen a 37 percent increase in dollars raised.
- Recurring (open ended, monthly) gifts from alumni have increased 69 percent from FY16.
- CAS alumni have increased dollars raised by 20 percent from FY16 and 27 percent from FY15.
- Reunion Giving program has raised \$233,674 from 375 donors. Class of '82 has a very small lead over '72 and '67 in participation, and the Class of '72 leads in dollars raised.

Board of Alumni Giving

- FY17 total gifts and pledges to date: \$28,335.82 (annual fund and restricted funds)
- Participation (including pledges): 21/23 Goal: 100% participation
- \$18,335 in challenge dollars remain to be utilized in FY17.

Spring Campaigns

March 15, 2017 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 goal is to raise 2,000 parent, alumni, student, faculty, and staff gifts in 24-hours. At this time we have challenge funds from a trustee and are confirming additional challenge dollars for a total of \$125,000. On campus challenges aim to increase giving among students, faculty, and staff and total approximately \$17,000 in additional funds. This year, Day of Giving will be an institution-wide effort including the Graduate and Law schools.

Primary ways the Board can help:

1. Encourage friends to participate via email and phone on March 15.
2. Participate as a social media ambassador on March 15. [Sign the volunteer form](#).
3. Consider making a pledge payment, fulfilling your pledge or making an additional gift on March 15. If you currently make a monthly gift, your March payment will count toward the Day of Giving Campaign. Additional gifts are welcome!

April 2017 Sprint for Pioneer Athletics

April will feature a 30 day fundraiser for athletics programs & the athletic department. We've partnered with GiveCampus, a social fundraising and engagement platform that has helped many institutions with crowdfunding campaigns, to roll out this challenge to alumni and parents. The focus of this effort will revolve around supporting Student-Athletes and showcase their efforts not only in competition, but in the classroom. Coaches, players, and staff will all play a role in marketing the fundraiser both on campus and off.

We need the Board's help:

1. Provide challenge dollars to incentivize alumni giving.
2. Help spread the word throughout April and take an active role in the crowdfunding.
3. If you currently make a monthly gift, your April payment will count toward the Athletic fundraiser. Show your support by sharing on the Sprint site.