



Campaign Report: Key Activities

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Faculty Meeting

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Creating Our Future: The Campaign for Skidmore

Success means Skidmore continues to be among the nation's top colleges of the liberal arts and sciences, preparing students for lives of achievement and purpose.

Timeline: June 1, 2013—May 31, 2020

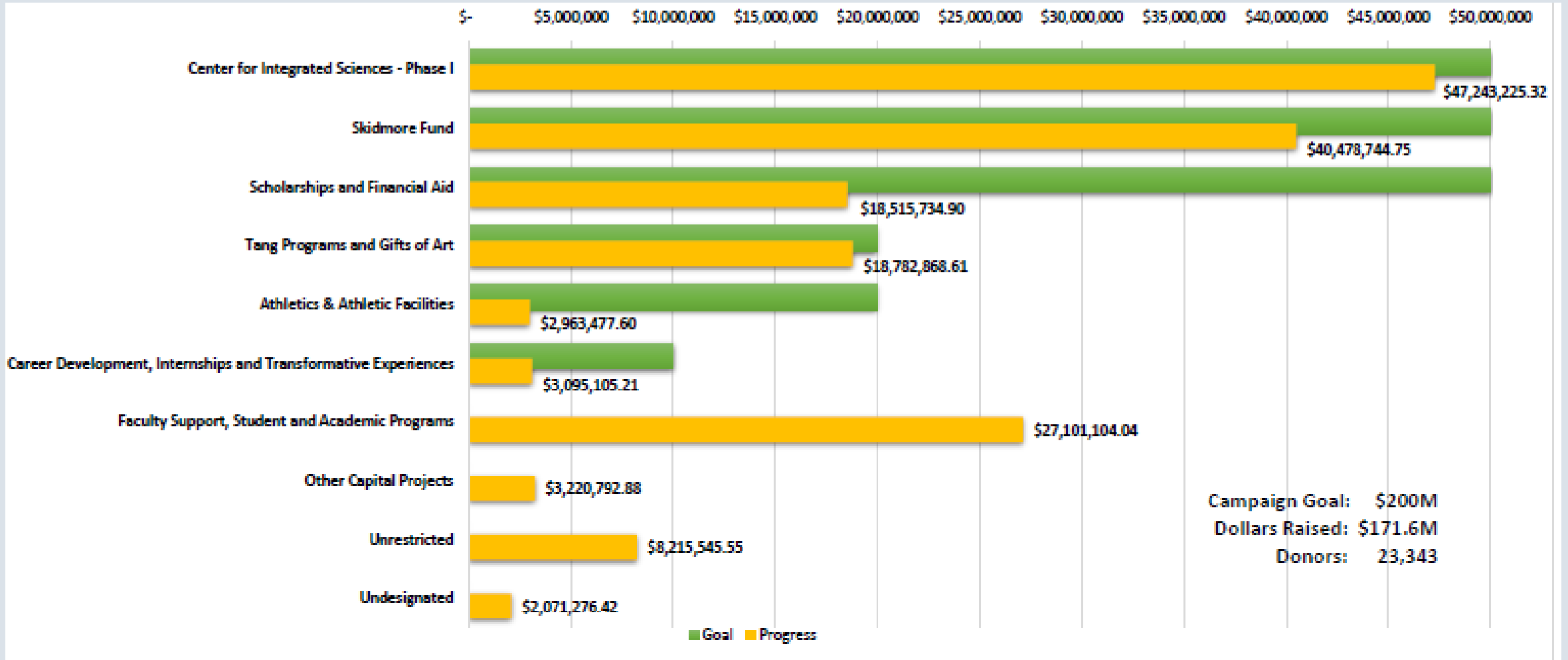
Fundraising Goal: \$200M across six funding priorities—

1. Center for Integrated Sciences
2. Skidmore Fund
3. Scholarships and Financial Aid
4. Tang Endowment & Programs
5. Athletics, Health and Wellness
6. Career Development, Internships and Transformative Experiences

Key Messages/Themes—See “Campaign Communications Plan”

Website: [Creating Our Future: The Campaign for Skidmore](#)

Campaign Dollar Goals/Progress by Funding Priority



Advancement Division

SKIDMORE

National Campaign Events

Nearly 1,000 alumni, parents and friends have attended a campaign event in their area since November 2017.

- NYC Campaign Launch – November 15, 2017
- Vero Beach, FL – February 22, 2018
- San Francisco – March 10, 2018
- Los Angeles – March 11, 2018
- Chicago – June 21, 2018
- Capital District – October 18, 2018
- Boston – November 8, 2018
- NYC Presidents Society Dinner – November 14, 2018
- Twin Cities – December 13, 2018

Over the course of the current fiscal year, hundreds of alumni, parents, and friends will also attend our typical schedule of 100 events around the country that offer a mix of content-rich programming in a variety of fields, opportunities for business networking, and/or social connection.

Advancement Division—FY18 Performance

Met or exceeded all goals

	Goal	Actual	Performance	Difference
Campaign Total	\$160M	\$160.6M	↔	--
New Documented Commitments	\$20M-\$25M	\$29.9M	↑	+20%
Total Cash	\$24.1M	\$27.5M	↑	+14%
Skidmore Fund	\$7.1M	\$7.11M	↔	--
Alumni Donor Participation	23%	23%	↔	--
Presidents Society Donors	1,200	1,241	↔	--

Advancement Division—FY19 Performance

On-track or running ahead of pace on most goals.

	Goal	Actual	Performance FY19 vs FY18	Difference
Campaign Total	\$182M	\$171.7M	↑	+19%
New & Documented Commitments	\$22-\$24M	\$12M	↑	+20%
Total Cash Raised	\$25M	\$12.5M	↑	+53%
Skidmore Fund	\$7.32M	\$2.1M	↑	+7%
Alumni Donors/Participation	7,069/24%	2,111/7%	↑	--
Presidents Society Donors	1,350	357	↑	+6.6%

“Campus Campaign” (Faculty/Staff Giving)



Skidmore has a strong history in previous comprehensive campaign’s of faculty and staff participating by making gifts. Participation was as high as 75% in the last campaign and in the 60%-65% range in the one before that. This is more than double industry standard.

- Goal: 80% participation among faculty and staff—achieved 44% to date
- 50 faculty/staff active volunteers for the effort
- Fundraising Plan
 - E-mail appeals
 - Personal asks conducted by volunteers and organized by work area/locations
 - Dedicated website with online giving page and opportunities for personalized allocation of support
 - Select solicitations for leadership-level gifts and focus on retirees

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Philosophy and Brief Examples

Fundraising and donor engagement efforts are most successful when content-matter experts and key influencers—like faculty—are involved in developing and implementing engagement strategies.

Advancement's obligation is to identify appropriate opportunities for this involvement; to make the work as efficient, convenient, and meaningful as possible; and to communicate results/outcomes in a timely way.

Brief examples of Faculty participation in Advancement activity in the first six months of FY19:

- **18 “mini-college” sessions** for alumni and parent visitors over Reunion and Celebration Weekend
- Featured speaker/guest at **10 regional events** in New England, Chicago, Pittsburgh, West Coast, Texas, and London
- **10 more events** scheduled December to March in Arizona, Florida, Los Angeles, Capital District
- **Multiple meetings** with individual donors and relationship manager

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Ways to Participate

- Inform us of travel for research, conferences, and other business around which we could plan a constituent event or meetings with individual donors.
- Make note of alumni and/or parents who could have the capacity to support the College.
- Review alumni lists to help identify prospective donors.
- Identify prospective alumni donors for whom you could actively participate in their cultivation—even solicitation.
- Invite the VP for Advancement to attend departmental meetings to share fundraising updates and for Q&A.
- Partner with Advancement to help shape fundable opportunities that could support institutional needs.