



Since 1882

# Office of Alumni Relations UPDATE



Since 1882

Greater Happens Here



# MAJOR ANNOUNCEMENT

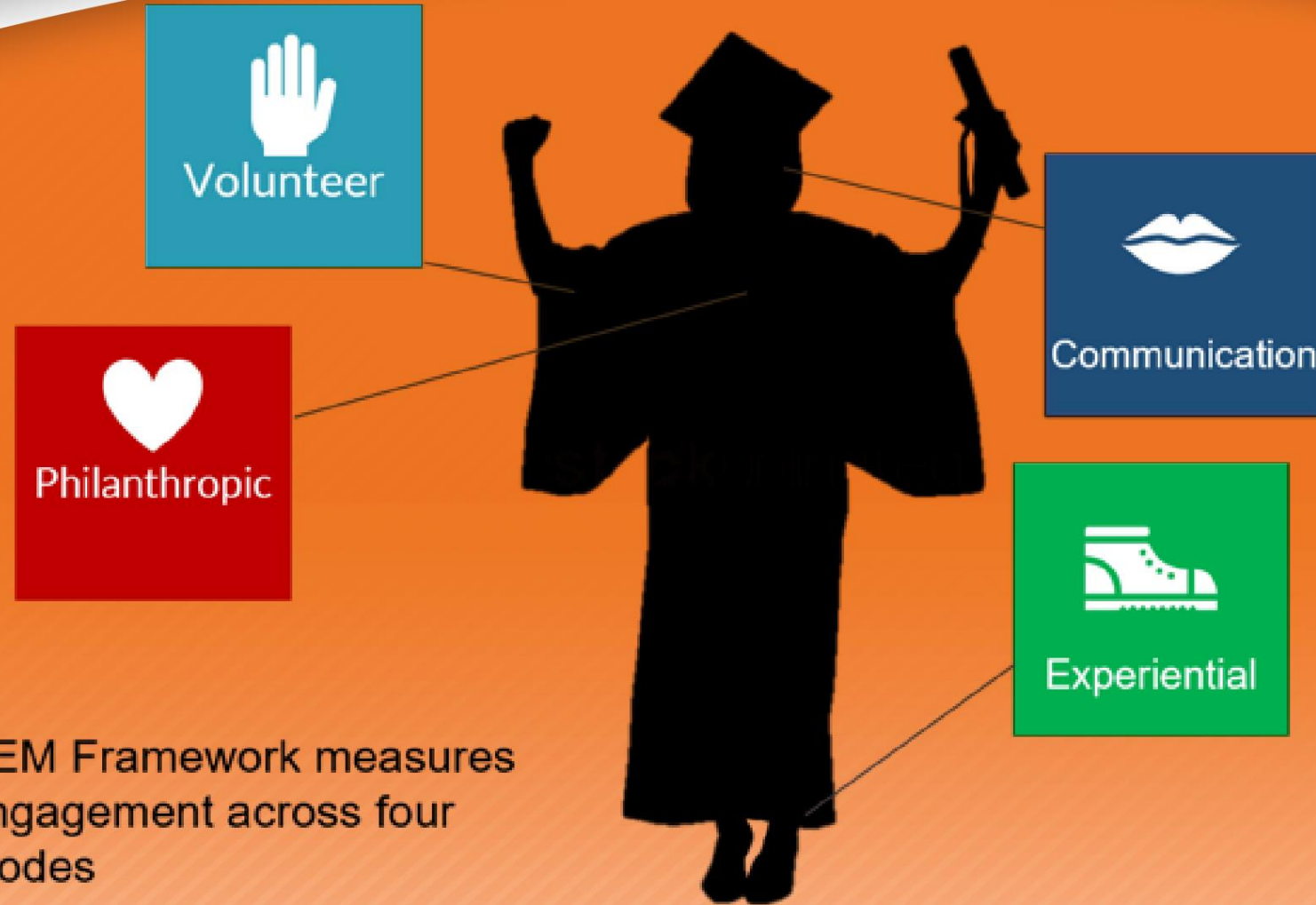
"**WE ARE TAKING THIS  
RELATIONSHIP,  
TO THE NEXT LEVEL.**"

**WE'RE  
ENGAGED!**

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**INTRODUCING THE OFFICE OF ALUMNI ENGAGEMENT**

# Alumni Engagement Areas of Focus



# Founder's Day Observance 2023





Since 1882

# FOUNDER'S DAY 1882 GIVING CHALLENGE

## FINAL RESULTS

TROJANS, WE RECEIVED ADDITIONAL GIFTS IN THE MAIL  
INCREASING OUR TOTAL TO

**\$51,000**

IN 1,882 MINUTES! AN ANONYMOUS DONOR HAS MATCHED  
YOUR GENEROSITY, BRINGING OUR TOTAL TO

**\$102,000**

THANK YOU FOR CELEBRATING WITH US, HAIL STATE!

FOUNDER'S DAY 2021  
\$14,000

FOUNDER'S DAY 2022  
\$22,000

FOUNDER'S DAY

**1882**

GIVING  
CHALLENGE



VIRGINIA STATE UNIVERSITY

# Alumni

Weekend 2023

**Thursday, May 11, 2023**

- 5:00 PM - 8:00 PM TROJAN WELCOME BACK BARBECUE (PRESIDENT'S HOUSE)

**Friday, May 12, 2023**

- 9:00 AM - 11:00 AM VSUAA ANNUAL MEETING GATEWAY DINING & EVENT CENTER (1ST FLOOR)
- 12:00 PM - 2:00 PM PRESIDENT'S LUNCHEON AND 3'S & 8'S REUNION CELEBRATION GATEWAY DINING & EVENT CENTER (2ND FLOOR)
- 7:00 PM - 10:00 PM TROJAN LUAU (FOSTER HALL)

**Saturday, May 13, 2023**

- 9:00 AM SPRING 2023 COMMENCEMENT VSU MULTI-PURPOSE CENTER




**SAVE THE DATE**  
MAY 11TH - MAY 14TH

*Still in for State!*

The Office of Institutional Advancement will host the last giving challenge of the academic school year with a friendly competition amongst our Colleges, University Libraries, Trojan Explosion Band, and Athletics. To celebrate another GREAT school year, contributions made between May 11th - May 14th will be matched by an anonymous donor will match your gift up to \$10,000

ARE YOU ALL IN?!

# Office of Institutional Advancement

*April 20, 2023*



*Tonya S. Hall*  
*Vice President for External*  
*Relations*

# VIRGINIA STATE UNIVERSITY

*“Preeminence with Purpose”*

## Institutional Advancement Priorities

**PRIORITY 4: DEFINE THE VSU BRAND AND TO TELL  
OUR STORY**

**PRIORITY 5: DIVERSIFY FINANCIAL RESOURCES  
AND ENHANCE OPERATIONAL EFFECTIVENESS**





# 9 Week Sprint w/McKinsey

A. Determine Advancement Organizational Structure

B. Develop and Launch Comprehensive Campaign

C. Create a Signature Event Plan

D. Build Corporate Relationships

E. Identify Aspirational Tool Functions

F. Define KPIs and Targets



# Are We Ready for a Comprehensive Campaign?



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# Comprehensive Campaigns

- Annual, unrestricted fundraising goals over all the campaign years are bundled with additional fundraising needs, including capital and endowment support
- Donors are typically solicited just once, with the remainder of the pledge payment period devoted to stewardship

ENDOWMENT

CAPITAL

ANNUAL  
FUND

SPECIAL  
INITIATIVES

**A comprehensive campaign is a powerful, one-of-a-kind opportunity to transform your organization. When done correctly, a comprehensive campaign:**

- ❑ **Renews and deepens existing donor relationships;**
- ❑ **Builds new relationships and a broader base of support;**
- ❑ **Raises the overall level of donor investment in your organization; and**
- ❑ **Differentiates your organization as a vital community asset.**

**Capital campaigns combine vision, capacity, and donor potential in a carefully planned case for support that appeals to the hearts and minds of donors.**



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A faint, blue-tinted background image of a building tower, likely a part of the Virginia State University campus, is visible behind the text in the bottom right corner.

# Are We Ready for a Comprehensive Campaign? Five Essential Elements



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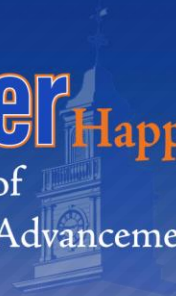
# Highly Regarded Institution

a highly regarded institution that has earned the respect of its constituents and community for exceptional work, programs, and leaders

1



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# Case for Support

a compelling case for support that describes fundraising goals as sound philanthropic investments that will appeal to prospective donors

# 2



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3

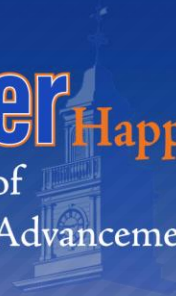
# Board and Leaders

committed board and leaders who  
will devote their time and talent to  
achieve the fundraising results



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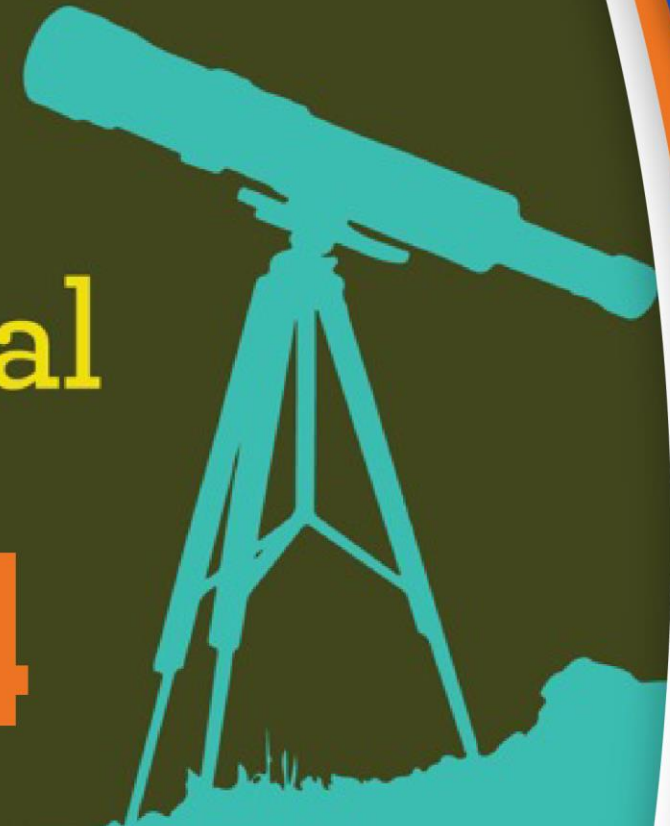
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# Leadership Gifts & Philanthropic Potential

generous leadership gifts and philanthropic potential (money) that account for 60% or more of the goal and inspire generosity from others

4



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# Technology, Infrastructure, and Personnel.

sufficient technology, infrastructure, and  
personnel within the organization to carry  
out the appropriate fundraising tactics

5



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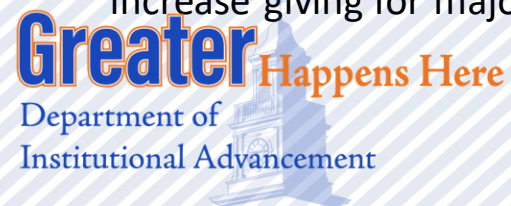
# Strategic Rationale

**What goal(s) in the strategic plan does this initiative most closely align with?** • This initiative most closely aligns with the Priority 5 objective of increasing and diversifying funding streams to enhance revenue mix through engagement and giving




**Which of the four requirements does this initiative tie to?** • **Sustainable and expanded enrollment**  
• **Improved student outcomes**  
• Cultivates broader social impact  
• **Increased institutional health and stability**

**How does this initiative tie to the requirement(s) chosen above?** • The development and launch of a comprehensive campaign could result in increased student scholarships affecting both enrollment and student outcomes. Increased giving for VSU funding priorities could improve institutional health and stability

**After reflecting on these three things, why is this initiative a priority for the institution?** • A comprehensive campaign has been identified by key stakeholders at VSU as a method to leverage momentum to increase giving for major priorities



# VSU could follow a variety of campaign models for enhancing donor engagement

Category	Peer <sup>1</sup>		Aspirational <sup>1</sup>	
University	 <b>Clark Atlanta</b>	 <b>Bowie State</b>	 <b>NCAT</b>	 <b>Xavier University</b>
Name Campaign Name	<b>University</b> Lifting Lives, Leading the Way	BSU BOLD: The Campaign for Excellence	Power of Do Campaign	Press Forward, Fear Nothing
Priorities	<ul style="list-style-type: none"> <li>- Scholarship &amp; Student Success</li> <li>- Teaching, Research, and Service</li> <li>- CAU Endowment</li> <li>- Infrastructure and Technology</li> </ul>	<ul style="list-style-type: none"> <li>- Entrepreneurial Ecosystem</li> <li>- Health Care Workforce</li> <li>- Elevating the Arts</li> <li>- Athletics Programs</li> <li>- Advancing Social Justice</li> <li>- Enabling Student Success</li> </ul>	<ul style="list-style-type: none"> <li>- Merit Scholarships</li> <li>- New Academic Programs</li> <li>- Faculty Research</li> <li>- University Visibility Initiatives</li> </ul>	<ul style="list-style-type: none"> <li>- Affordability and Access</li> <li>- Student Well-Being and Success</li> <li>- Matching Our Campus Potential</li> <li>- Recruiting and Retaining Exceptional Faculty and Expanding Programs</li> </ul>
Goal	\$250M goal by Dec 2032	\$50M by Dec 2025	\$100M by Dec 2020	\$500M in 5-7 years
Timeline	2022-2032	2021-2025	2012-2020	2022-2029
Featured Capital Projects?	Yes \$50M infrastructure goal for enhancing facilities, student housing, and labs	No	No	Yes \$105M goal for campus improvements (e.g., library, HVAC renovations, pedestrian bridge)

1. Peer and aspirational case studies are based on initiative owner recommendations

# Advancement communication best practices to be applied to VSU's comprehensive campaign



## Strategic vision

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Main priorities of campaign and strategic plan alignment are summarized



## Clear impact

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Direct messaging around impact of giving and clear next steps to learn more



## Donor recognition

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Designated spaces to recognize individual and corporate donors



## Community giving

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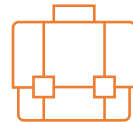
Highlighted giving circles and events with options for sharing over social media



## Various giving paths

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Clearly indicates how to participate in gift matching, establish recurring gifts, etc.



## Tailored giving

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Department or fund specific giving opportunities clearly highlighted



## Streamlined giving

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Gift page has concise wording, limited fields, and/or suggested giving amounts



## Accessible support

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Clear contact information for advancement team and language that encourages outreach

# VSU could explore several features for the comprehensive campaign webpage based on best-in-class communication strategies

## Donor recognition

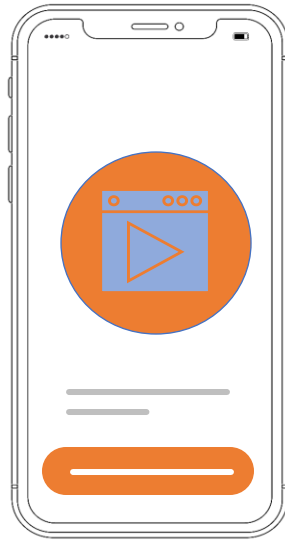
### Virtual donor wall



Include virtual donor wall where various giving groups are recognized, beyond major gifts

## Clear impact

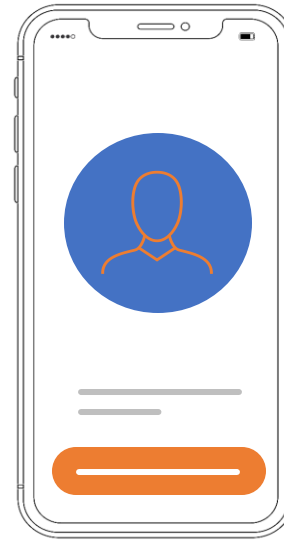
### Multimedia content



Update website bi-monthly with short-form video content highlighting donor impact, campaigns, and campus updates

## Clear impact

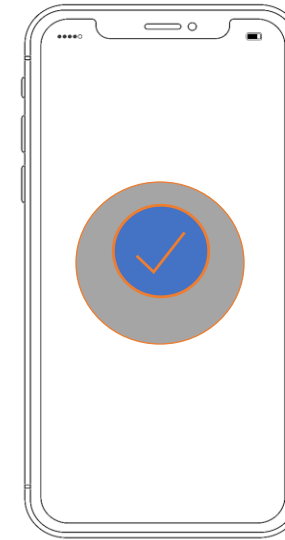
### Donor impact stories



Update website bi-monthly with impact stories highlighting students, department initiatives, etc.

## Tailored giving

### Department-level selection



Create clear pathways for donors to donate to specific priorities within the campaign

## Strategic vision

### Events and campaigns



Clearly highlight the strategic alignment of current advancement initiatives, including upcoming campaign events

# PHASES OF A COMPREHENSIVE CAMPAIGN



Donorly





# VSU could develop a high-level strategy towards launching a comprehensive, multi-year campaign that celebrates Dr. Abdullah's and VSUs 145 years.....



## Potential key actions & goals

- |                  |  |
|------------------|--|
| <b>2022-2023</b> | <ul style="list-style-type: none"><li>• Conduct preliminary analysis on popular areas of giving</li><li>• Define pillars of the campaign and the preliminary list of projects</li><li>• Identify campaign manager and advisory council</li></ul> |
| <b>2023-2024</b> | <ul style="list-style-type: none"><li>• Finalize project goals based on determined needs for private donations</li><li>• Complete prospect research and launch silent phase</li></ul>  |
| <b>2024-2025</b> | <ul style="list-style-type: none"><li>• Begin planning fundraising events, targeted solicitation, and town hall style meetings</li><li>• Determine timeline for announcement of public phase</li></ul>   |
| <b>2025-2026</b> | <ul style="list-style-type: none"><li>• Launch public solicitation for campaign gifts including events and broader solicitation</li><li>• Begin collecting pledges</li></ul>   |
| <b>2026-2027</b> | <ul style="list-style-type: none"><li>• Launch celebratory year of VSU 145 anniversary with VSU Advancement's signature event</li><li>• Finish collecting pledges and donor recognition</li></ul>  |

Goal: \$100M by March 2027



## Key considerations for campaign planning

**We unconsciously have been in campaign mode since 2020.**

Campaign priorities will be largely informed by the current VSU strategic plan which is aimed to be active until 2025 when a new strategic plan is expected to be published

Naming opportunities for facilities funded by the Virginia College Building Authority (VCBA) may have specific restrictions

Hiring success over the next year could affect the timing of the comprehensive campaign



# Our Next Steps:

- 1—Assemble a capital campaign committee.
- 2—Complete a feasibility study.
- 3—Screen campaign prospects.
- 4—Set a deadline.
- 5—Finalize your campaign's financial goal.
- 6—Prepare for success by reviewing past wins and challenges.
- 7—Set a budget.

# Our Next Steps:

- 8—Develop a gift range chart.
- 9—Create a capital campaign plan.
- 10—Outline your campaign timeline.
- 11—Prepare supporting documents.
- 12—Write your capital campaign case statement.
- 13—Establish expectations with your team.

# Final Thoughts



# Our Next Steps:

- 1—Assemble a capital comprehensive campaign.
- 2—Complete a feasibility study.
- 3—Screen campaign prospects.
- 4—Set a deadline.
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# “Anatomy of a Gift”

## Case Study: Smithfield Foods



# Virginia State University Board of Visitors Meeting

Dr. Michael L. Rainey, '02 & '19  
National President

Virginia State University Alumni Association



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# MISSION MOMENTS



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