

Senate Report

October 17, 2013 Advancement and Communication Committee of the Board of Trustees meeting

Submitted by Michele Gillespie

The entire focus of the 90 minute Advancement and Communication Committee meeting on October 17 turned on the financial goals and marketing plan of the Capital Campaign: Wake Will. I will not go into detail about the marketing plan presentation since Brett Eaton, Associate Vice President for Advancement and Communications, has presented the campaign community strategy to faculty in a number of venues already. In fact, the presentation to the trustee committee members was the exact same one Brett had delivered before the October college faculty meeting two weeks earlier. Suffice it to say that the marketing plan is thorough and extensive. It includes multiple events, beginning with the launch last month itself, and varied but carefully coordinated print and digital “collateral” to facilitate face-to-face conversations with potential donors.

Associate Vice President and Campaign Director Juan Garcia led the presentation on the campaign goals. He reported that the Reynolda campus has set \$600 million as its goal by FY 2017 or FY 2018, and has secured \$304, or just over half, of that 600 million already. The Medical School has set \$300 million as its goal. The Reynolda campus goal projection is conservative; it is conceivable we could realistically hit \$660 million, and a rosy optimistic projection is \$870 million. He shared with the committee “the 1,000 day plan”, which conveyed categorizations of potential donors by ability to give at high, medium and low levels, correlated against the proportion of those donors already in established relationships with development officers. It was clear that virtually all the high and medium potential donors were in established relationships. The public phrase will concentrate on three key sources for the last \$300 million: annual giving; donors able to give \$10 million and up, and in contrast, donors at the other end, \$50,000 to \$250,000.

I was struck by Development’s commitment to building relationships deep into that last category especially, but into the \$1 million category and below overall. This is why all the overlapping marketing efforts on top of the relationship building becomes so important. The staff needs to establish about 100 new relationships a month over the 1,000 day campaign to yield the approximately \$100,000 million it projects from the lowest band of potential donors. These projections are all based on formulas correlating degree of affinity to WF, capacity level, and historic yield. Right now officers have relationships with 71% of all their potential donors, regardless of giving levels, but disproportionately at the top end of the potential giving spectrum. The 1,000 day campaign is focusing not only on sustaining those relationships, but reaching into that untapped 29%. So if you go on the Wake Will website you can see how Development is using its alum groups to reach out to those alums, parents and friends of WF who have not been tapped in the past. It is the multiple reach through print, media, digital, and human contact, with its snowballing effect, that persuaded people to give in the end. The trustees, all of whom have a great deal of fund raising experience, as donors and as officers at Wake Forest and elsewhere, asked good questions. Why we didn’t make one billion dollars our total goal at one end of the spectrum, for example--why we were not optimistic enough—to whether going public with half the money already committed was too optimistic, and should we have waited until we had 70%

committed-- not conservative enough. And if we ever want Mark Petersen to talk to us about what Development does, he would be happy to do so.