

**Doubling our Donors**  
The Ohio State University Alumni Association  
September 23, 2011

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Annual Giving

**Annual Giving's Vision and Goal**

At the end of 2009, the following was proposed by Annual Giving to guide its work within the University's Campaign:

Leverage the university's size and scope to double the number of annual giving donors from 120,000 as of fiscal year 2009, to 240,000 donors by the end of fiscal year 2016.

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Annual Giving

**Why 240,000 new donors?**

Due to its size and scale, The Ohio State University is uniquely positioned to be successful in greatly expanding its base of annual donors and positioning itself as having the largest base of annual donors. Consider the following:

- Ohio State University is one of the most recognizable collegiate brands in the country.
- Ohio State has over 450,000 living alumni worldwide.
- The Ohio State University brand, verified through merchandise sales, ranks among top universities.
- More than half of all donors are non alumni

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 Annual Giving

### Annual Giving Strategies

- Build a strong annual giving culture that cultivates donor loyalty
- Expand reach, scope, and influence of university annual giving team
- Integrate systems and utilize analytics and market research to drive decisions
- Create and capitalize on innovations in annual giving.

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 Annual Giving

### University Advancement Strategic Plan

- Came about more recently
- Outlines the university's goals
- Series of eight objectives
- And Eleven Advancement strategies

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 Annual Giving

### Eight University Advancement Objectives

- Become America's #1 public university in total private support
- Raise \$2.5 billion from a comprehensive fundraising campaign
- **Increase the number of annual donors to 240,000**
- Earn a very satisfied rating from 50% of alumni for providing opportunities to be or stay involved with the university
- Demonstrate yearly increases in the number of volunteers actively serving Ohio State
- Expand the number of national leaders who award high marks to Ohio State (from 39% to 50% in awareness and from 24% to 40% in very favorable ratings)
- More than triple the number of advocates and ambassadors who are equipped and motivated to reinforce key university accomplishments and attributes (from an estimated less than 10% to 35%)
- Double the number of Ohioans who feel a strong connection to the university (from 22% to 44% who report a very strong bond)

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 Annual Giving

**Eleven University Advancement Strategies**

1. Increase Value Share with Leadership Gifts
2. Expand Major Gifts Capacity
3. Integrate Corporate, Foundation, and Research Relations
4. Build a Pipeline of Planned Gifts
- 5. Cultivate a Strong Annual Giving Culture**
6. Transform the Alumni Membership and Services Model
7. Establish an Office of Volunteer Relations
8. Align Outreach Efforts in Top Regional Markets Outside of Ohio
9. Implement an Effective Marketing Campaign
10. Craft a Personal Approach to Ohioans
11. Shape a Disciplined Messaging Process

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 Annual Giving

**Cultivate a Strong Annual Giving Culture**

- Our Current Situation
  - Disjointed annual giving campaigns exist across the university and have no central authority to guide standards of stewardship
  - Philanthropic expectations have been implemented for all Campaign Committees, the Foundation Board(2008), and University Trustees (2010).
  - Ohio State has the largest number of total individual donors among top public universities.

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 Annual Giving

**Cultivate a Strong Annual Giving Culture**

- Possible Initiatives
  - Establish one annual giving brand to tie together all annual giving markets to increase giving.
  - Implement consistent stewardship standards for leadership annual donors including timely acknowledgement, and unit accountability for gift use.
  - Develop new and emerging markets: Students, parents, grateful patients and clients, international alumni, and Ohioans.
  - Create a market research program, expand support of research/analytics team, and partner with internal experts.
  - **Partner in optimizing successful new initiatives like Pelotonia.**

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OHIO STATE UNIVERSITY Annual Giving

### Review of Donor Trends

- With the goal of 240,000 donors by 2016, donor numbers have steadily grown annually.
- Non-alumni donors have grown significantly and come from various areas:
  - The Ohio State Medical Center
  - Ohio State Extensions and 4-H Programs
  - WOSU
  - Wexner Center
  - Pelotonia

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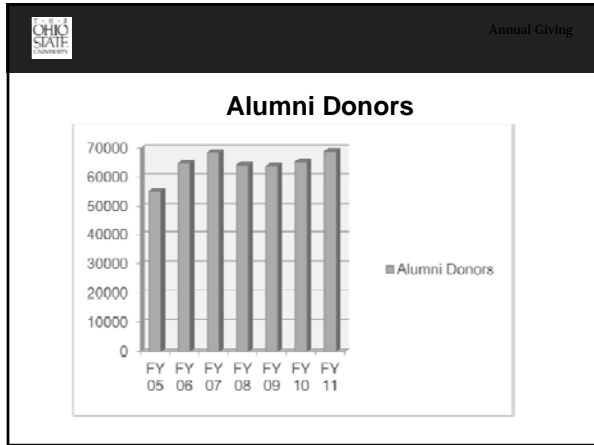
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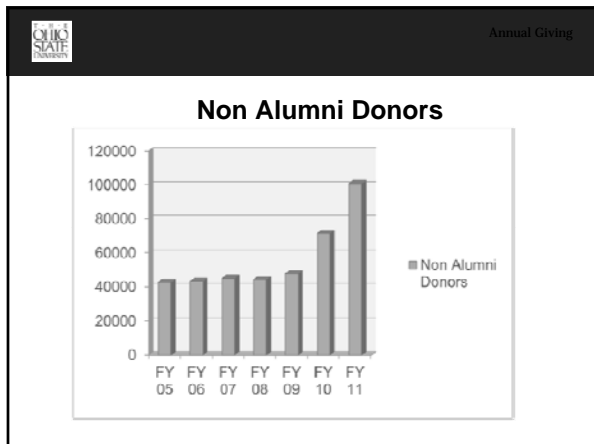
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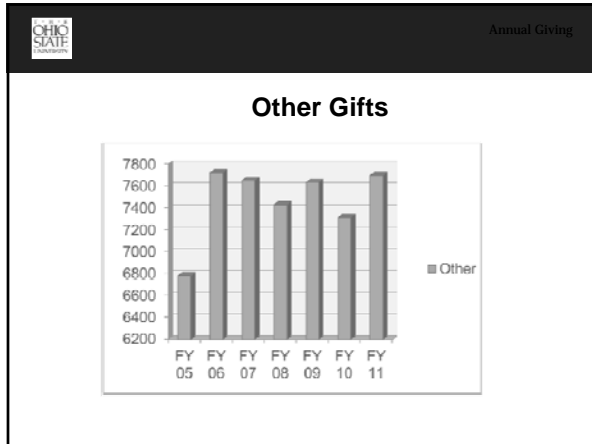
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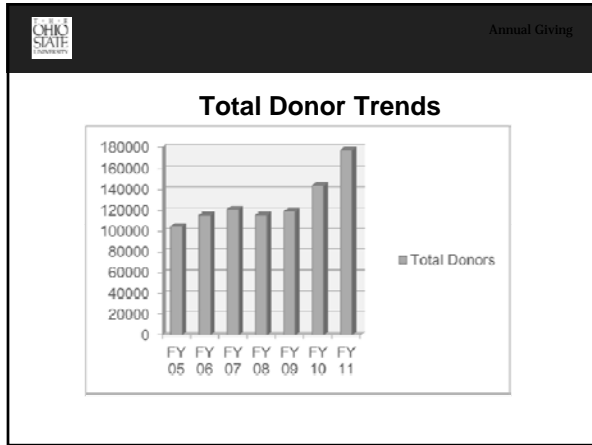
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- OHIO STATE UNIVERSITY Annual Giving
- ### How Contributions are made
- Phone
  - Direct Mail
  - E-mail
  - Online Giving
  - President's Club
  - Campus Campaign (faculty/staff)
  - Students – Senior Class Gift
  - Parents
- University Development

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 Annual Giving

### Who do we contact?

- Ohio State has over 450,000 living alumni.
- Contacting all of them annually is difficult and expensive.
- Using internal and external resources, specific alumni are selected based on qualifying criteria.
- This allows the university to target alumni with the highest propensity to give.

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 Annual Giving

### Identify the Right Audience

- We do not solicit entire population
  - Budget
  - Predictive Models
  - New Target models with gift range
  - Focus on donors of last 5 years

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 Annual Giving

### Student Life

- **Where are the new donors?**
- **50,000+ are all ready here**
- Student Philanthropy Board
  - Increase student engagement and giving to OSU.
  - Programs to connect students to the importance of philanthropy in their lives
- Goal to increase student donors from 3% to 25% or 9,500 students

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 Annual Giving

**Student Life**

- *We can't ask them if we can't find them!*
- *Exit survey for graduating students*
- *Looking at ways to use technology to keep young alumni connected*
- ex. Career Connection

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 Annual Giving

**Non Alumni Giving**

- Non Alumni giving accounts for one half of all donors that give back to The Ohio State University.
- Partnering with grassroots organizations such as Pelotonia allow Ohio State to expand its donor reach.
- Other partnerships include the Ohio State Medical Center and James Cancer Hospitals, Extension Programs, WOSU, and the Wexner Center

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 Annual Giving

**Pelotonia**

- Partnerships with organizations such as Pelotonia has allowed for expansion of the Ohio State brand.
- The partnership has helped to expand the forth Annual Giving strategy of "Create and Capitalize on Innovations in Annual Giving".
- Pelotonia expands and optimizes the ability to acquire new donors and increase volunteer activities with Ohio State.

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 Annual Giving

### Pelotonia by the numbers

- In only its first two rides, Pelotonia:
  - Attracted over 6,000 riders from 35 states
  - Had 2,800 volunteers
  - Acquired thousands of donors and raised \$12.3 million for cancer research.

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 Annual Giving

### Doubling our Donors

- What can we learn from this model that can be applied to Societies and Clubs?
  - Review Recent “Club Donation Tips”
  - Other ways Clubs can help?

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 Annual Giving

### Presenters

- Colin H. Brown
  - Senior Director of Development
  - Office of Student Life
- Sabrina Ragan
  - Director of Annual Giving Programs

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Discussion

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