Goals

- State of Play
- Key strategy and program updates
- Where we’re headed and why
- Hot topics
- Questions
FY16 = NIU’s most successful fundraising year
  - Though state budget difficulties, alumni stepped up
  - $28m in gifts and pledges

FY17 = very difficult year
  - State budget, leadership, etc.
  - Loss of key staff
  - Alumni holding back
  - Results showed it - $15.5m
State of Play

- Modest goal for FY18 = $17.5m
  - In recovery mode
  - Rebuilding staff

- Aligning fundraising to priorities

- Unrestricted revenue
  - Scholarships
  - Key college priorities
State of Play

• Bright spots
  o FY17 Endowment Results
  o Beating Harvard
    • 8.1% on $37.1b endowment
    • 14.1% on our $74.7m endowment

• Fundraising successes
  o $1m scholarship gift
  o The Red and Black
The Angel Touch Program  
(since inception Fall 2015)

The Opportunity

153 students in good academic standing who could not enroll due to outstanding balances were offered the Angel Touch opportunity

The Response

$241,236 in Angel Touch scholarships awarded to keep students in school
The Impact

100 students accepted the Angel Touch opportunity and returned to school
- 21 students (21%) are NIU graduates
- 64 students (64%) continue to enroll and demonstrate persistence toward graduation
- 15 students (15%) did not re-enroll for future semesters or graduate

The Angel Touch program has inspired some NIU Colleges to provide similar awards from their discretionary funds
Moving Angel Touch Forward

Build on demonstrated success!

• Brand Angel Touch as an institutional scholarship

• Refine scholarship criteria
  • Awards become one-time assistance
  • Require students to demonstrate and articulate persistence toward graduation through written plan

• Make Angel Touch a fundraising focus
Key Strategies and Programs

• Support to recruitment
  o Identify and raise funds to be put to immediate use
  o Data sharing project – Legacy matching
  o Alumni letter writing campaign
Alumni Letter Writing Program

• The program:
  o Volunteers from Alumni Association, Foundation Board, Black Alumni Council
  o Admitted, not yet enrolled students receive personalized letter on company letterhead from an influential alum

• The results:
  o 1774 students received letters
  o 168 enrolled = 9.47% overall yield
Campaign

- Campaign underway (officially began April 1, 2017)
  - $50m+ over 3 – 4 years (unrestricted and scholarships)
  - Strengthen relationships – build pride
  - Broaden the base
  - Strengthen communications and branding
  - Enhance the culture of philanthropy
Fundraising to date on goal of $50m:

- General Student Scholarships = $528,079
- Restricted Student Scholarships = $1,951,290
- Unrestricted (strategic priorities) = $155,312
- TOTAL = $2,634,681
Internal readiness – reviewing all systems, policies, procedures and reporting

Develop a formal campaign plan:
- $50m scholarship campaign (FY18 – FY20)
- $350m major, comprehensive capital effort (FY20 – FY25)

Develop and install a donor display in Altgeld

Identify naming opportunities
• Focused, national engagement activities
  
  o Data driven
  o Focus on disconnected alumni with wealth
  o 14,474 alums with capacity in top 10 areas
  o Total capacity: $3,300,941,713
  o 80% held by: 8,566 alums
Chicago Area - 50K+ Prospects by Calculated Wealth
(Based on Affinity and Wealth)
Chicago

• $1.75b in capacity in the region

• 9k alumni
  o Northern Suburbs ($420m)
  o Close Western Suburbs ($264m)
  o Western Suburbs ($184m)
  o The City ($215m)
  o Other areas ($667m)

• Regional Gift Officer
Communications

• Campaign has dual purposes
  o Raise support for Scholarships
  o Build/Rebuild/Ignite university pride

• Communications firm engaged
  o Tom, Dick & Harry – Craft Agency
  o Odyssey Scholarship Program
Where we’re headed

• What’s going on out there:
  o Giving to public universities is UP
  o State support is DOWN
  o Need to shift focus

• What are we doing about it:
  o University investment
  o Focusing on unrestricted revenue, scholarships
  o Aggressively engaging alumni
  o Planning mega capital campaign
• **Landscape for NIU**
  - Very young Foundation
  - Development takes time
  - Advancement historically under resourced
  - Focus has been on restricted giving – WHY?

• **Assets**
  - Total Net Assets = $133 m
  - Unrestricted Net Assets = $14.5m ($10.4, or 7.8% liquid)
  - Restricted Net Assets = 89%
Aspirational programs – thinking past Illinois

Important aspects:
- Very close affiliation with Alumni Association
- Focus on scholarships
- In or planning mega campaigns
- Entrepreneurial – venture funding, real estate, new business development
- Building a flexible asset base
Advancement 3.0

- Endowment at $300 m – 25% unrestricted
- Annual Fundraising at $30 million – 50% unrestricted
- Annual Fund at $3 million – 100% unrestricted
- Next campaign at $350 million
- Portfolio of “non-traditional” programs and assets
Making the Shift

• Shifting focus – not abandoning fundraising for specific/restricted purposes
• Building our capacity to ask for more flexible gifts
• Position NIUF as a stronger strategic partner to the University
• Generate more funds for immediate use
Issues/Questions

Budget Assumptions

80/20

What else?
How you can help

Continue the collaborations!

Join us on Giving Tuesday

Tell our story
We are taking control of our future
Students are our mission; they are also the University’s lifeblood.
We will ensure access and also aggressively recruit the best and the brightest.
Scholarship support enables our success.
We are endeavoring to raise $50 million to support these efforts.
Please join us.
Thank you!