

PROJECT: Fundraising Feasibility Study

REPORT DATE: July 11, 1999

PROJECT TIME RANGE: Feb-July 1999

SUBMITTED BY: Carole Sue DeLaite

GROUP CONDUCTING STUDY: Braren, Mulder, German Associates, Inc.
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REASON FOR PROJECT: To determine the attitude of potential key supporters toward CMU and toward a proposed major capital, operating, and endowment campaign. The feasibility study interviews tested the ability of CMU to raise \$25 million in gifts and pledges over a 3-5 year period to meet the following needs:

Annual Fund & Program Support:	\$ 5 million
Capital Improvements:	\$15 million
Endowment:	<u>\$ 5 million</u>
Total Proposed Needs:	\$25 million

CONSTITUENTS DIRECTLY INVOLVED: Braren, Mulder, German; CMU President, CMU Advancement Office Staff; CMU Trustees, selected CMU alumni and friends

OUTCOME OF PROJECT: The Campaign for Central, \$31.5 million, 150th Anniversary campaign, which raised nearly \$35 million, 1999-2004, including \$16 million for construction of the Student and Community Center. Gifts increased about 160%, endowment about 100%, and the number of donors about 70%.

The consultants made 8 recommendations, which were largely implemented. The recommendations concerning the Endowment Society and Roll of Honor are evolving. See 7.

1. A \$20 million goal, with the suggestions that the goal be increased when announced publicly.
2. Enlistment of national campaign leadership to help identify, cultivate, and solicit individuals, corporations, and foundations, including honorary chairs, endorsement chairs, national chairs, campaign executive committee, and regional alumni leaders.
3. Solicitation of the Board of Trustees and 100% participation.
4. Solicitation of additional advance gifts to secure 70% of goal. A series of Summit Meetings for key prospects.
5. Rating and ranking of additional prospects to receive accelerated cultivation; Development of a tracking system to document the involvement of these prospects in the life of CMU and in the Campaign.
6. Production of a video about CMU.
7. Formation of an Endowment Growth Committee and an Endowment Society (CMU has Central Founders' Circle) to honor and recognize planned gift donors ; Recording on a permanent Roll of Honor displayed prominently on campus the names of all endowment/planned gift donors.
8. Engagement of professional counsel during the campaign.

CMU PROJECT OUTCOMES ASSESSMENT

NOTE: Under the section **REASONS FOR PROJECT** it will be important to note:

- Specifics issues, problems, or challenges as to why the project or study was conducted (i.e. Concern over network reliability and stability)
- Funding source if applicable (i.e. Grants, operational funds, donation)

Under the last section of **OUTCOME OF PROJECT** it will be important to note:

- Specific results of the project (i.e. Discovered that the network was operating at 80% utilization)
- Changes that were made as a result of the project (i.e. A plan was developed as a result of the assessment and when funding became available, the plan was successfully executed resulting in a new robust network infrastructure with 100 times the capacity. Provided the foundation for the growth of our dual-credit population)
- Relevant statistical information
- Feel free to include relevant documents associated with project