



FOUNDATION

EAST TENNESSEE STATE UNIVERSITY



Quarterly Report
1st Quarter, period ending
September 30, 2017

Dear Loyal ETSU Supporters,

The 1st Quarter of fiscal year 2017 saw the return of football to the ETSU campus. With it, came a new initiative from the directors of the ETSU Foundation: President's Circle Tailgates! We enjoyed three home games in August and September. It was great getting to know you, with Buc athletes as a backdrop. We look forward to seeing you at future events!

Here is just some of what we accomplished July through September:

- The entire Advancement Office staff attended a three-day training session together, centered on Developing Major Gifts. This was delivered by the Lilly Family School of Philanthropy and provided a great opportunity to receive training jointly, and with a real-world focus.
- University Advancement developed 25 policies governing how we do our work. These policies were reviewed and approved by the Board of Trustees in September 2017.
- Some of you may remember we participated last year in GivingTuesday. We plan to participate again this year (November 28, 2017), but we want to use the opportunity to say thank you. This is a challenging time of year to seek additional donations, so instead we'll communicate our gratitude to our past and current donors. We plan a separate giving day in the spring and hope to involve our faculty and staff in the effort.
- We recently began a new initiative called Dinners of Distinction. A dinner party—with a twist. These are events for approximately twelve individuals (some of whom may already know one another but others of whom do not) gather in a home, a private dining room, or other quiet location for an evening of food and shared conversation with a purpose of getting to know our alumni and friends in a fun/informal setting. Our first dinner was very successful!

Thanks so much for all your advice, leadership, and support!



Pamela Ritter
President/CEO & Vice President for ETSU Advancement

P.S. I want to call your attention to the Academy for the President's Circle. This event gives you the opportunity to become a student again! On October 27, 2017, you'll be able to select three courses held on campus to reacquaint yourselves with fellow students and faculty. You should have received an invitation in the mail, but please call us for questions and information. We hope you can make it!

For questions or more information, President's Circle members can contact Mitzi Martin at 423-439-5714 or martinm@etsu.edu. Learn more about your Board of Directors at <http://www.etsu.edu/alumni/foundation/directors.aspx>.



- Major Giving:

- College of Business & Technology Director of Development update – position has re-posted and we expect to begin interviews in early November.
- All Advancement staff will attend training in December focused on “Managing the Capital Campaign.” The Lilly Family School of Philanthropy from Indiana University will again instruct.

- **Advancement Services** – completed fiscal-year-end internal reporting; developed/implemented a process to score Corporation & Foundation engagement; filled vacant gift processor position.

- **WETS-FM** – very successful fall fundraiser, resulting in over \$90K raised in September 2017.

- Annual Giving:

- Social Media presence for “ETSU Giving” now active. Please like/follow us on Facebook!
- Phonathon in full swing; direct mail letters for half the units to go out this fall/winter.

- **Planned Giving** – \$273,438 booked this quarter; 721 website visitors, with 416 as a direct result of monthly eblasts; sent an update to Legacy Circle members at the beginning of the semester.

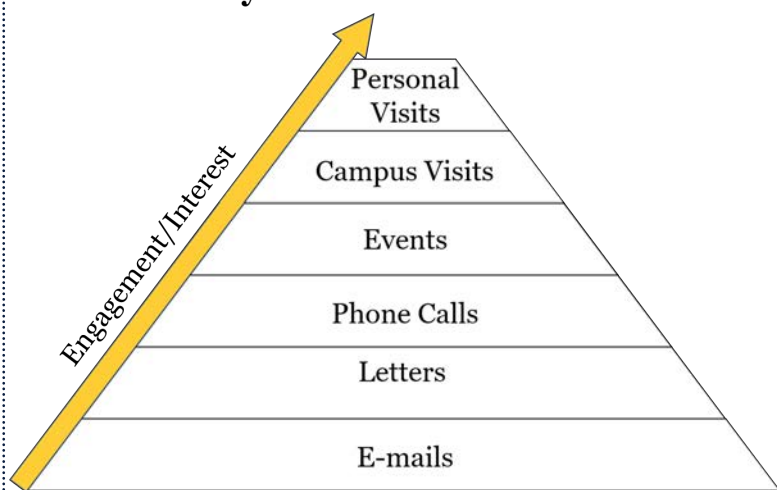
- **Alumni Association** - for the 20th year we welcomed students, faculty, and staff to semester start.

- Paid Membership program continues to build - membership doubled in the first year (to 338).
- 51st Annual Alumni Golf Outing held at Cattails in Kingsport with a great turnout (and weather)!
- Football/Homecoming activities featured renewed spirit and enthusiasm due to the new stadium.
- ETSU PRIDE signs again dot the region; Community Showcase held jointly with Johnson City Chamber of Commerce; Student Alumni Association promoting “Keepers of Traditions.”

- **Athletics.** Sensational stadium naming and opening; fundraising up ~123% so far on the year.

As a follow-up to last quarter’s report on DoD Contacts, this graphic displays our approach regarding contact with alumni and friends. We plan to establish and maintain strong relationships through increased and ever-more-personal communications designed to encourage support for ETSU.

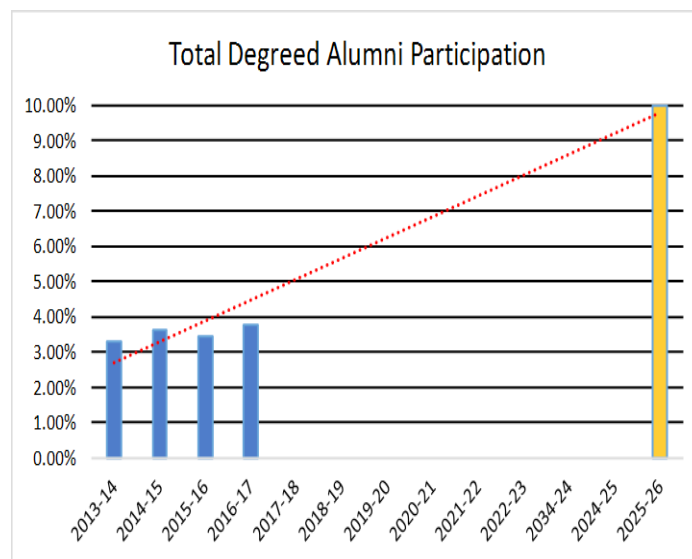
ETSU Advancement Pyramid of Contacts



	Net Production	Philanthropic Cash	Annual Fund
2017-18	1,759,219	1,647,374	337,706
2016-17	3,416,140	2,141,130	142,136
Change	(1,656,921)	(493,757)	195,570

Notes:

- As of 9/30/2017
- Some large gifts/pledges have been received, but not yet booked



Participation = Giving

Unit Reports

(see complete schedule below)

College of Arts & Sciences

*Increased total giving nearly five-fold in 2016-17, compared to the year before.
Philanthropic giving totaled more than \$2.5M.*

- Established 6 new endowments within the College in 2016-17.
- Received a gift to purchase two new Steinway pianos for the Department of Music.
- Made nearly 30 visits with alumni and community supporters so far in 2017-18.

College of Business & Technology (CBAT)

*CBAT recorded net production of just over \$2.7M for the 2016-17 fiscal year,
an increase of over \$2.37M from the previous fiscal year.*

- The new Engineering program received its first major gift. This came from Eastman Credit Union to renovate two synchronous classrooms.
- Received a significant pledge from an alumnus to create the “Friends of Accountancy” endowed fund to support professional development, scholarly activities, and excellence for Accounting faculty and students.

Claudius G. Clemmer College of Education

The College welcomed our new dean, Dr. Gregory Aloia, at the start of the academic year. Dr. Aloia has served previously as a faculty member, as a department chair, as a dean, and as a president at two other institutions.

- The College awarded more than \$104k in scholarships for the 2017-18 academic year.
- In an effort to encourage engagement, the director of development conducted 49 visits with current and prospective donors.

Quillen College of Medicine

*Major gifts are sought to establish the Quillen Class of 1982 Scholarship Endowment on the
35th anniversary of the first graduating class of the college of medicine.*

- The first major gift for the renovation of the Interprofessional Education and Research Center (VA Building 60) was provided by the Wendell E. Burnette, Jr. estate to name one of the four simulation labs.
- White Coat celebrations concluded with the Class of 2021 White Coat Ceremony on July 14th. 136 Quillen alumni contributed to provide the new white coats.
- Quillen Phonathon 2017 successfully piloted a real-time credit card payment system August 28-30. 27 medical student volunteers made calls to alumni benefitting the Medicine Scholarship Endowment.

Report Schedule:

- 1st Quarter – Arts & Sciences, Business & Technology, Education, and Medicine.
- 2nd Quarter – Clinical & Rehab Hlth Sci, Nursing, Pharmacy, and Public Health.
- 3rd Quarter – Athletics, Student Affairs, University Programs, and WETS-FM.
- 4th Quarter – Annual Report.

ETSU is an AA/EEO employer. ETSU-046-15M.

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