



Annual Giving/Annual Fund

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EAST TENNESSEE STATE
UNIVERSITY



Purpose/Mission

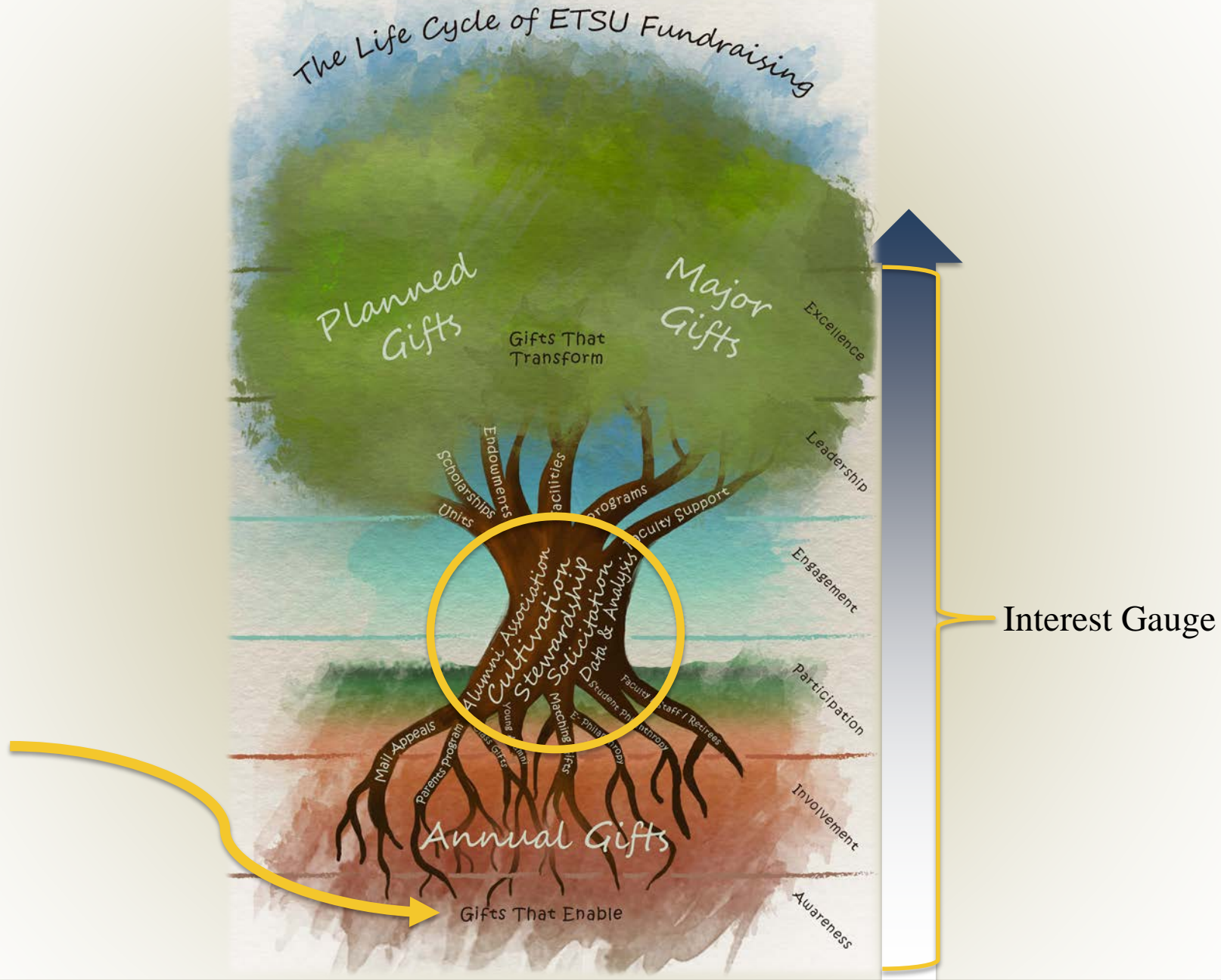
- ✦ Acquire, upgrade, and renew donors to the University
- ✦ Provide thoughtful and compelling communications and stewardship
- ✦ Identify, cultivate, and connect future major and planned gift donors to our colleagues



Key Strategies

- ✦ Broaden the base of participation, alumni in particular
- ✦ Instill a habit of giving among donors
- ✦ Collaborate effectively with units
- ✦ Increase Annual Fund production

The Life Cycle of ETSU Fundraising



Interest Gauge

What is the ETSU Annual Fund?

- ✦ Year-round fundraising
- ✦ Annual, or recurring
- ✦ Typically up to \$1,000 (up to \$10K)
- ✦ Intended for current-year (not endowment)
 - Does not raise funds for endowment
- ✦ Doesn't shift focus during a campaign

Annual Fund Programs (

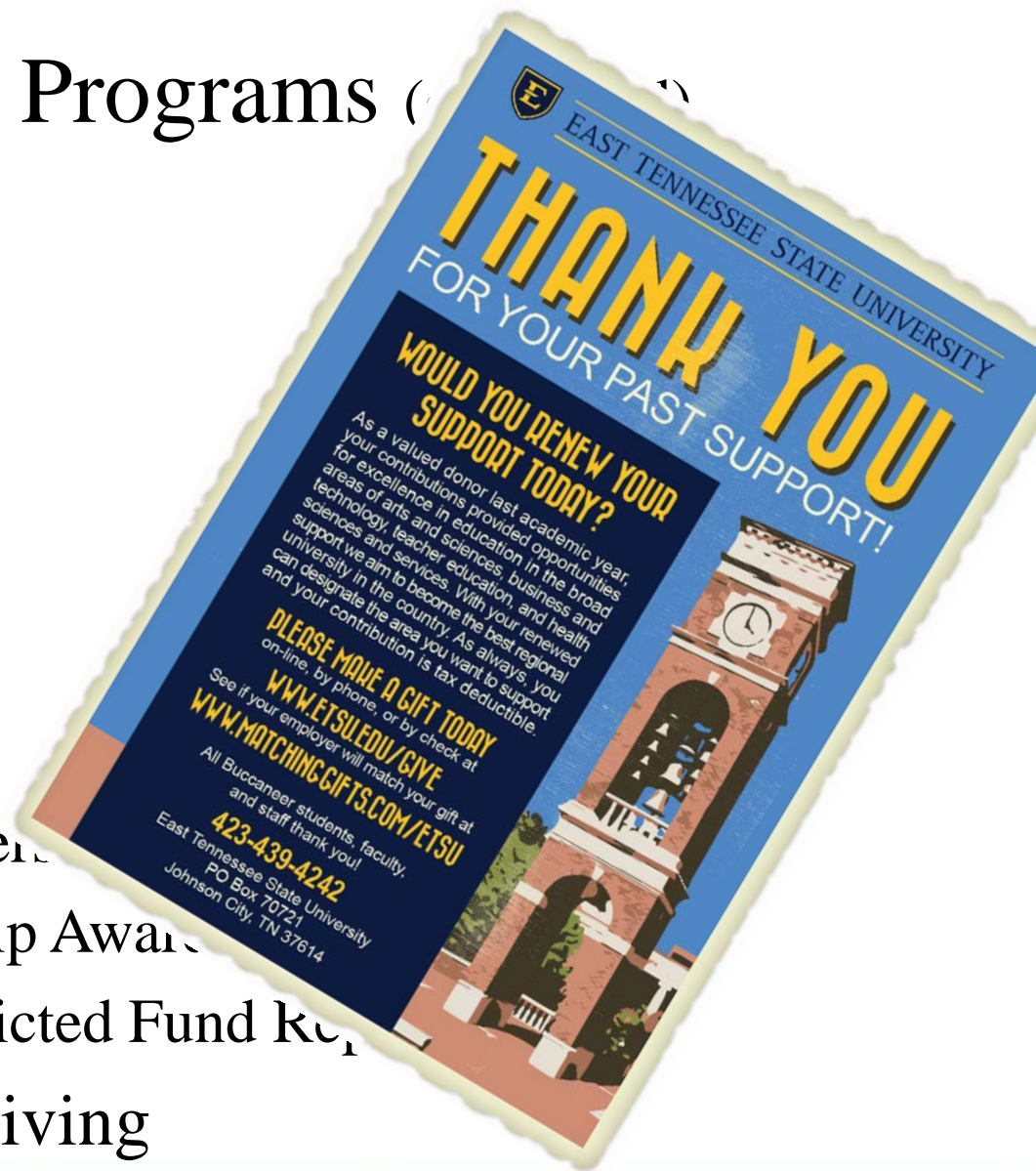
✦ e-Philanthropy

- On-line Giving
- Mobile App
- Mass e-mails
- Crowdfunding

✦ Stewardship

- First-time Givers
- Consecutive-year Givers
- Tracking of Scholarship Awards
- Endowment and Restricted Fund Reports

✦ Corporate Matching Giving



Annual Fund Programs (continued)

◆ Student Philanthropy

- Class Gifts
- Events/Visibility
- Club/Council?
- “Mind the Gap”

◆ Parents Association

- Collaborate with Student Affairs

◆ New Alumni

- Collaborate with Alumni Association





Summary

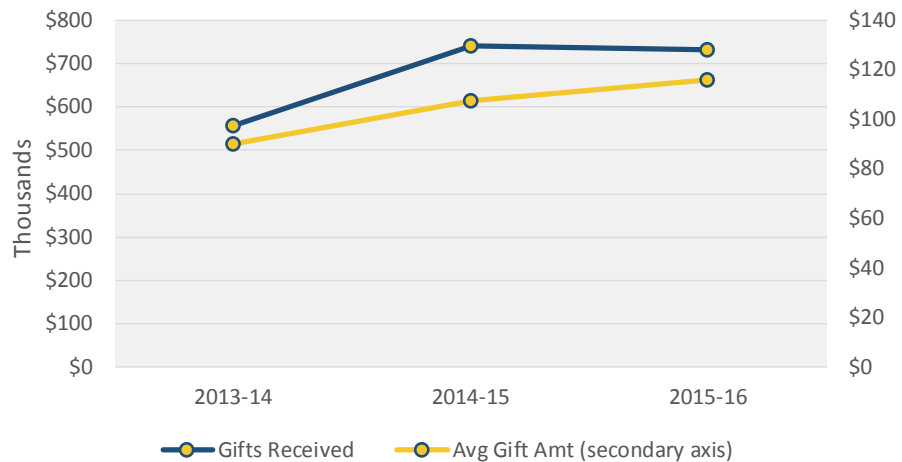
- ✦ Annual Giving acquires, upgrades, and renews donors
- ✦ We use a series of activities to motivate givers and build the “giving muscle” among our donors
- ✦ Employ good financial management to ensure maximum ROI
- ✦ Indicators all point in a positive direction

Feedback/Questions?

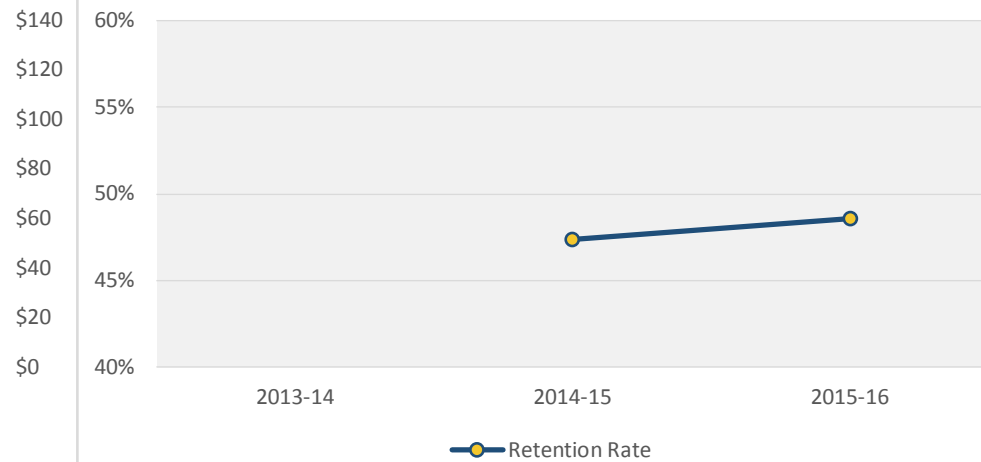


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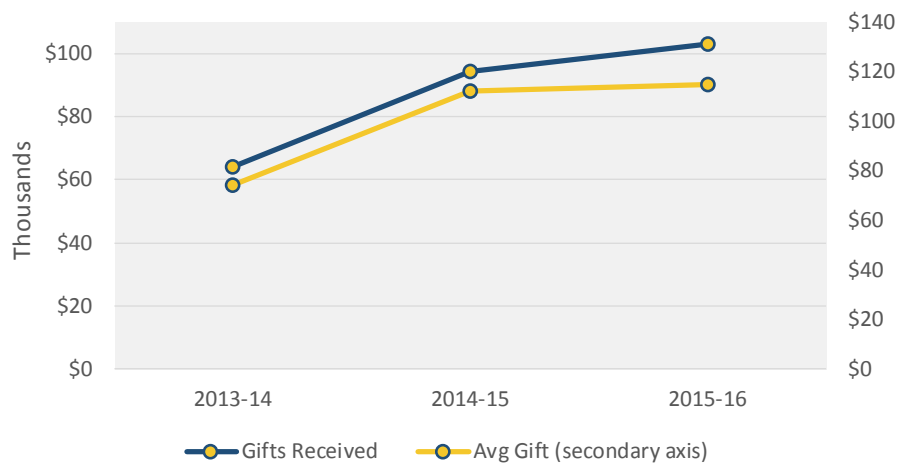
ETSU Annual Fund



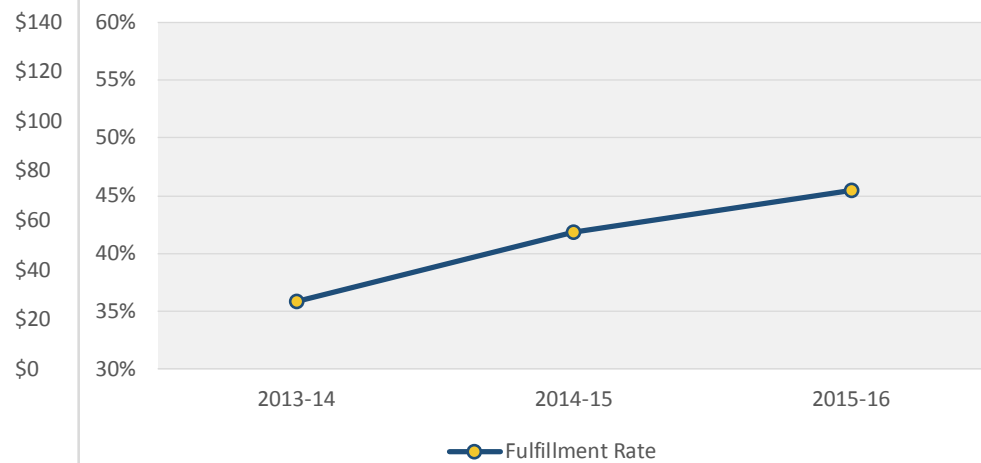
Annual Fund Retention Rate (year-over-year)



ETSU Phonathon



Phonathon Fulfillment Rate

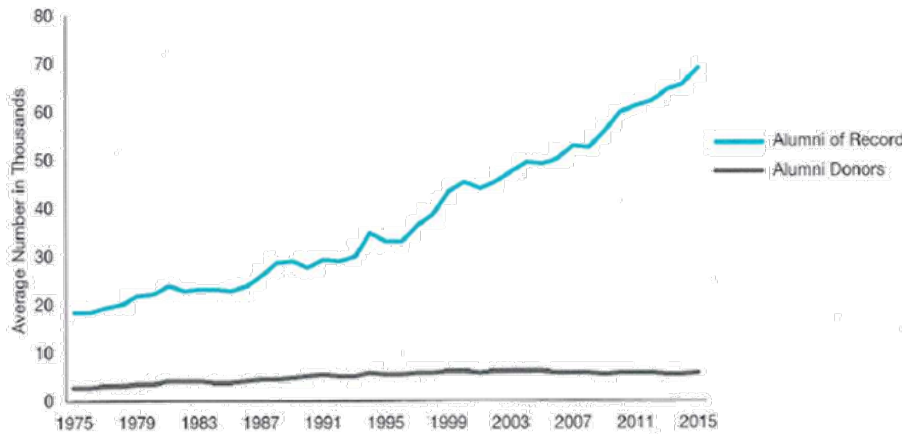


		2013-14	2014-15	2015-16
Annual Fund	Gifts Received	\$555,413	\$740,570	\$731,693
	Avg Gift Amt (s	\$90	\$107	\$116
	Retention Rate		47.40%	48.60%

		2013-14	2014-15	2015-16
Phone-athon	Gifts Received	\$64,169	\$94,146	\$103,017
	Avg Gift (second	\$74	\$112	\$115
	Fulfillment Rate	35.80%	41.80%	45.40%

Figure 13

Components of Alumni Participation, 1975–2015

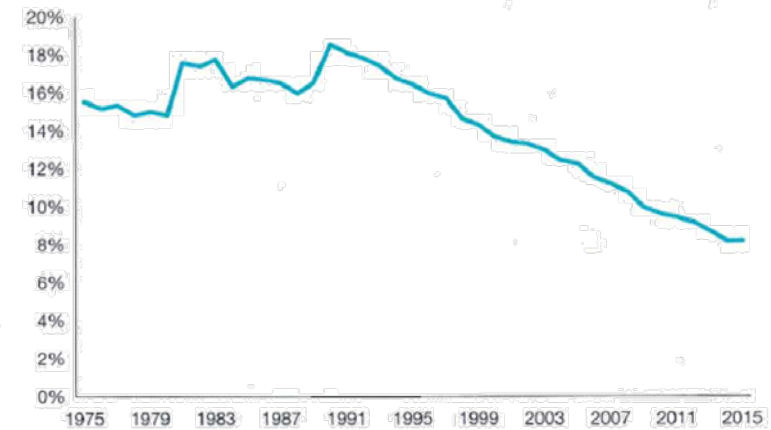


Alumni participation is calculated by dividing the number of alumni donors by the alumni of record. As illustrated in Figure 13, the denominator has been rising much faster than the numerator.

Source: 2015 Voluntary Support of Education, Council for Aid to Education (CAE)

Figure 14

Alumni Participation, 1975–2015



- Technology facilitates the acquisition of accurate addresses.
- It is a greater challenge to cultivate a new donor than it is to acquire a new address. So, even in years when the number of alumni donors increases, that number rarely increases more than the number of alumni of record.
- So, alumni participation in itself is not, therefore, a measure of alumni loyalty.

Comparative Data - TBR Universities, plus Clemson, Tennessee, and Wake

As reported by the Council for Aid to Education (CAE)

Alumni Participation Rate

	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Austin Peay State University (Clarksville, TN)	6.40%	6.30%	5.80%	3.20%	3.60%	
East Tennessee State University (Johnson City, TN)	3.80%	3.10%	3.00%	3.30%	3.60%	3.10%
Middle Tennessee State University (Murfreesboro, TN)	5.20%	5.50%	5.40%	4.80%	4.10%	
Tennessee State University (Nashville, TN)	3.90%	5.00%	4.10%	5.80%	4.70%	
Tennessee Technological University (Cookeville, TN)	8.70%	8.40%	7.70%	7.10%	7.30%	
University of Memphis (Memphis, TN)	5.80%	5.90%	5.30%	4.90%	5.50%	
University of Tennessee System (Knoxville, TN)	--	--	--	--	8.70%	
Clemson University (Clemson, SC)	19.90%	17.80%	11.50%	13.30%	12.60%	
Wake Forest (Winston Salem, NC)	22.20%	21.00%	20.50%	19.80%	18.30%	

TBR Avg = 4.8%

