Divisional Mission Statement

By empowering philanthropy, we generate private resources essential to student success, transforming the lives of both students and donors and strengthening communities.
Divisional Objectives

1. Generate private resources for institutional priorities
2. Purposefully engage constituents and inspire support
3. Empower philanthropy by leveraging technology and information
4. Exemplify a culture of leadership, excellence, and integrity
Annual Giving

*UVU Core Theme: Secure Resources*

*Divisional Objective 1, Goal A*

Through an annual giving program attract new donors, promote consistent giving, elevate donors’ level of giving, and produce additional gift revenue.
Annual Giving Components

- Student to Student (S2S)
- Employee Giving
- Alumni, Community Businesses, and Friends
- Arts Building Matching Challenge

- Call Center / Email solicits
- Mail program pilot
- Social media pilot
- Consecutive year donor society
Scaling New Heights

Annual Donors to UVU by FY since 2009

FY09: 2327
FY10: 3164
FY11: 3383
FY12: 3341
FY13: 4304
FY14: 4947
FY15 GOAL: 5200

113% Increase
Scaling New Heights

Annual New Donors to UVU by FY since 2009

<table>
<thead>
<tr>
<th>Year</th>
<th>Donors</th>
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<tbody>
<tr>
<td>FY09</td>
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<td>FY10</td>
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<td>2437</td>
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<td>FY15 Goal</td>
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210% Increase
Scaling New Heights

Consecutive year donors since 2009

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<th>FY11</th>
<th>FY12</th>
<th>FY13</th>
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</table>

31% Increase
Call Center Metrics

Donors to UVU by FY since FY12

- FY12: 2.34%
- FY13: 6.78%
- FY14: 13.05%
- FY15 TO-DATE: 56.38%

- FY12: 36.15%
- FY13: 33.39%
- FY14: 35.44%
- FY15 TO-DATE: 9.01%

Pledge Rate
Credit Card %
UVU’s S2S is Best in the West

- Winner of 2013 CASE award for best student philanthropy program in the Western and Pacific United States
Manager of Special Annual Giving Programs

**UVU Core Theme:** AI3, Secure Private Resources
**Div. Objective 1, Goal A:** Annual Giving

- Crowdfunding / E-solicitations
- Direct annual giving solicitations
- Donor elevation solicitations
- $72,830 appropriated base
Annual Giving Campaign Challenge Project

UVU Core Theme: AI3, Secure Private Resources
Div. Objective 1, Goal A: Annual Giving

- Deliver record-setting donor pool expansion
- Promotion & events
- 1 – 2 student interns
- $55,000 one time appropriated
Alumni Attitudinal Survey

UVU Core Theme: AI3, Secure Private Resources
Div. Objective 1, Goal A: Annual Giving

- Improve engagement and annual giving
- Closely coordinate with IRI and others
- Rare opportunity
- Survey vendor ($20K)
- Scaleable mailing ($20K - $100K)
- One time appropriated
Visitors Center Tech Update

**UVU Core Theme:** E3, Civic Engagement  
**Div. Objective 2:** Purposefully engage constituents and inspire support

- Replace and upgrade failing board room tech  
- $15,000 one time appropriated
Alumni Video Wall

UVU Core Theme: SS3, Prepares students for success
Div. Objective 2: Engage alumni

- Demonstrate student success
- Support recruitment and retention
- Increase alumni engagement
- Promote impact of colleges and schools
- $15,000 one time appropriated
- Jointly matched 2:1 by Alumni and Foundation
Alumni Video Wall