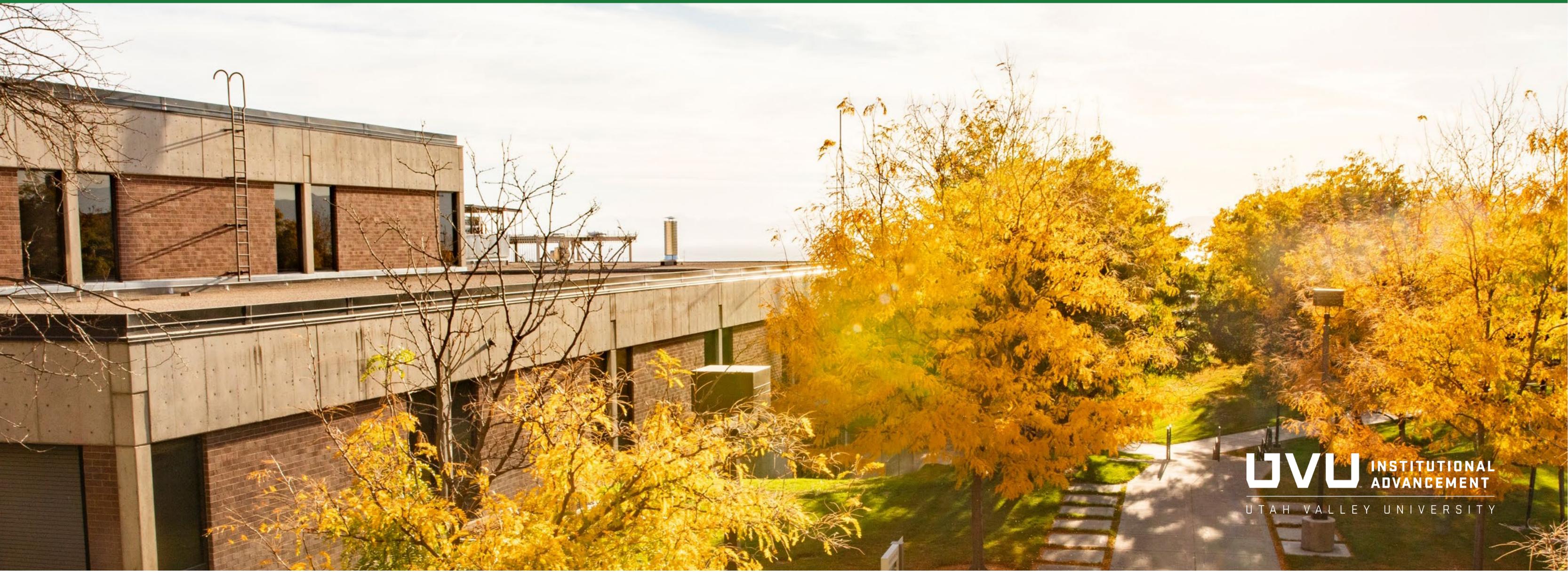


# INSTITUTIONAL ADVANCEMENT

## PLANNING, BUDGETING, AND ASSESSMENT



# RISE



President's Scholarship Ball  
Donation Total



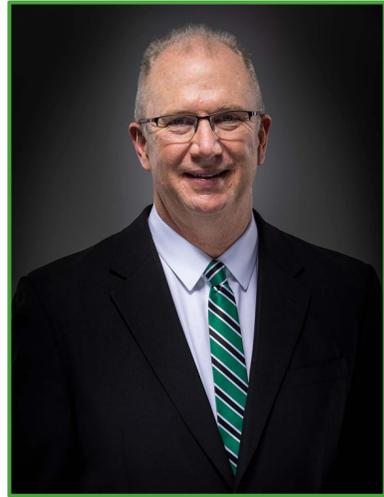
\$555,371





**SECURED \$15M SUPPORT FOR COLLEGE OF  
ENGINEERING & TECHNOLOGY CONSTRUCTION  
AND \$10M ENDOWMENT TO NAME COLLEGE**

# INSTITUTIONAL ADVANCEMENT SENIOR LEADERSHIP TEAM



**Mark Arstein**  
Vice President,  
Institutional Advancement  
& CEO of the UVU Foundation



**Jefferson Moss**  
AVP, Central Advancement  
& Foundation COO



**Dounia Sadeghi**  
AVP, Development



**Christie Denniston**  
AVP, Strategic Engagement



**Julie Anderson**  
Executive Director,  
Institutional Advancement



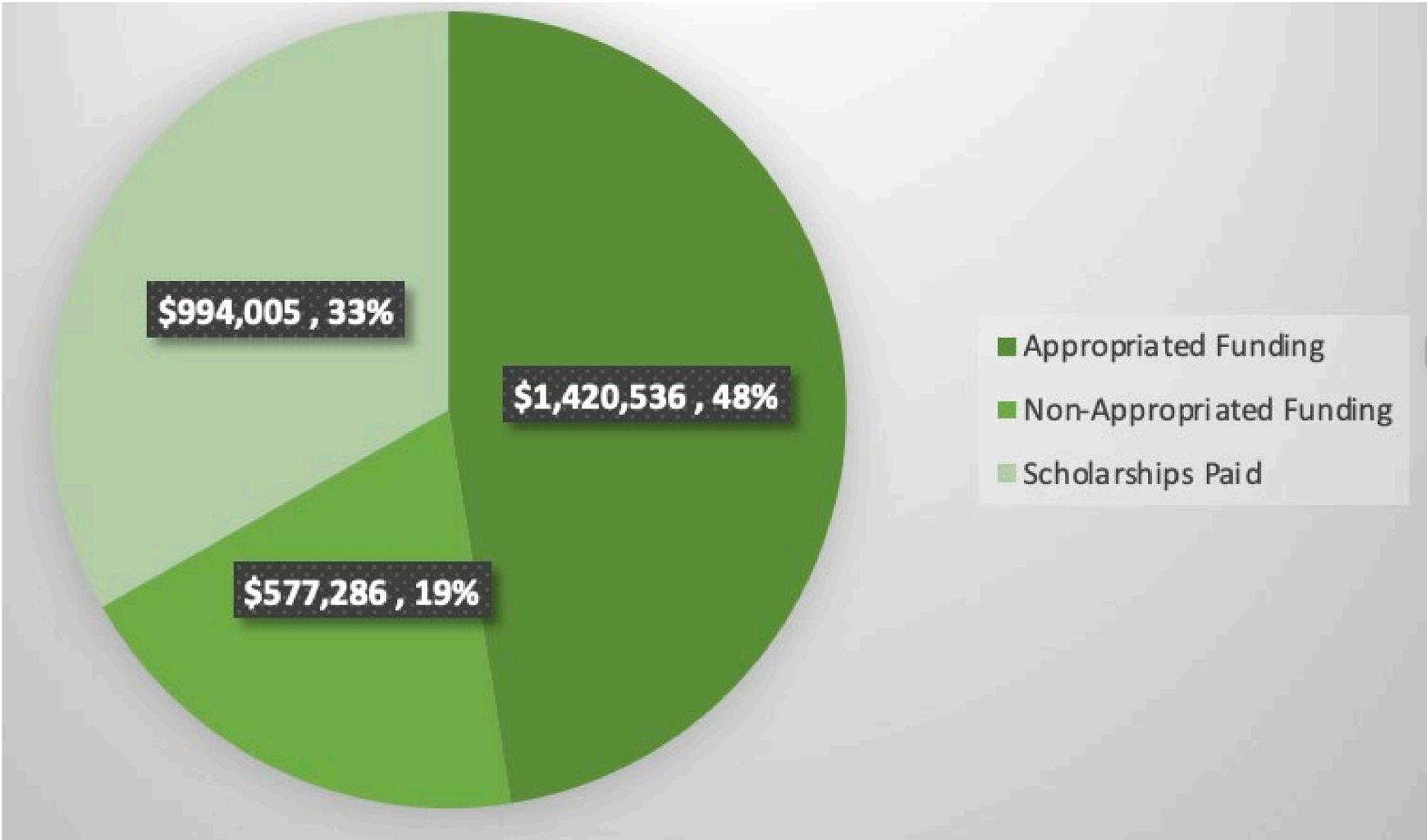
**Aaron Price**  
CFO, UVU Foundation



**Alexx Tobeck**  
Executive Director,  
Alumni Relations

# INSTITUTIONAL ADVANCEMENT CURRENT SPENDING

(55 full-time employees)



**INSTITUTIONAL ADVANCEMENT'S PRIORITY:  
UTAH VALLEY UNIVERSITY'S  
INAUGURAL COMPREHENSIVE FUNDRAISING CAMPAIGN**



# COMPREHENSIVE CAMPAIGN'S PURPOSE

**Demonstrate** compelling programming and student needs to supporters resulting in donations, while elevating UVU's brand

**Communicate** uniqueness of university's growth and ability to better serve students with additional resources

**Create** a lasting culture of philanthropy with increased participation and engagement from donors and alumni, faculty and staff, parents and students, local and statewide community

## VISION 2030

STRATEGY #1 - Enhance student success and accelerate completion of meaningful credentials

STRATEGY #2 - Improve accessibility, flexibility, and affordability for all current and future UVU students

STRATEGY #3 - Strengthen partnerships for community, workforce, and economic development

# CAMPAIGN FUNDRAISING & ENGAGEMENT GOALS

**GOAL ONE:** Secure \$40 million for UVU College of Engineering and Technology building construction costs by January 2022.

- \$21,525,000 in commitments secured

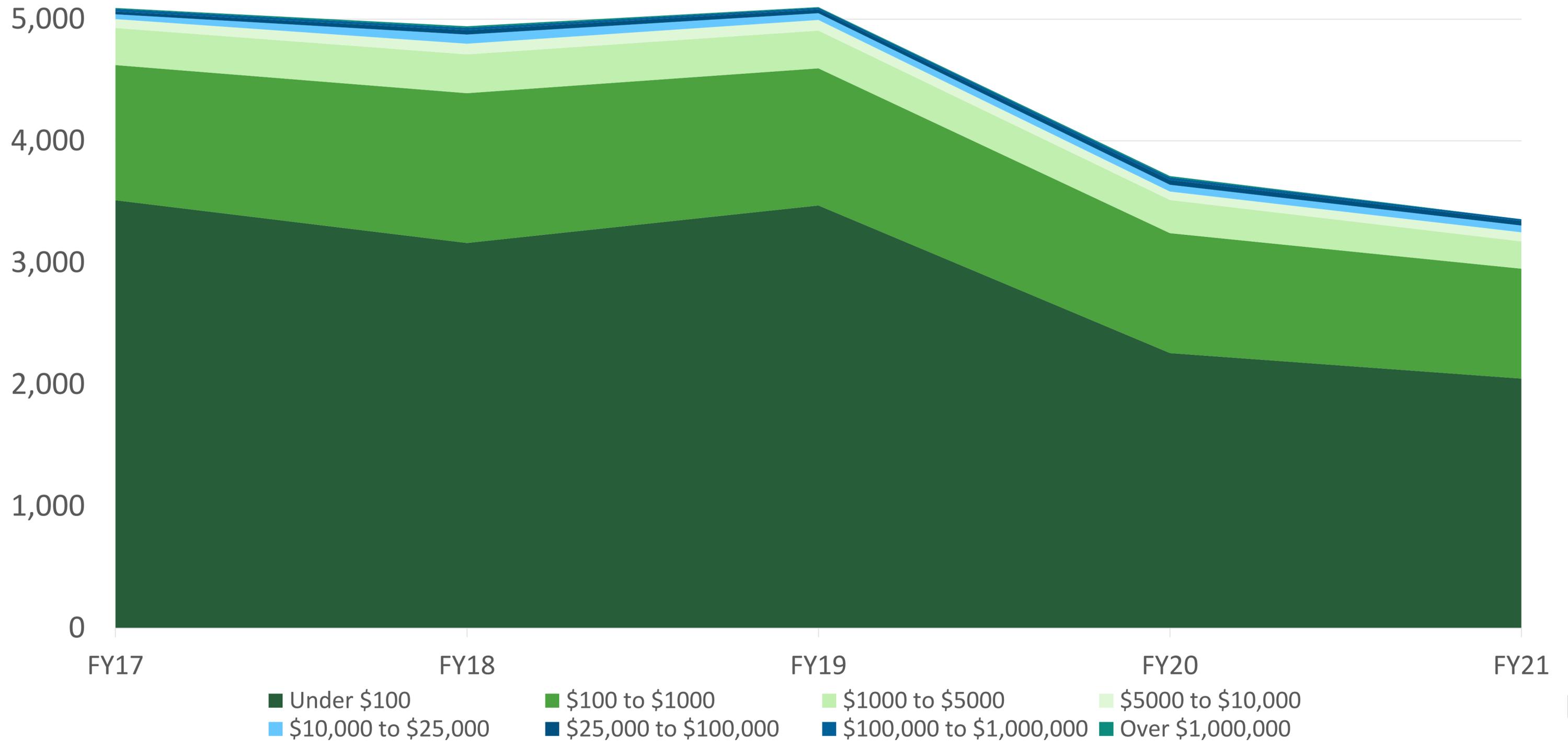
**GOAL TWO:** Launch public phase to secure gifts totaling at least \$250 million for Utah Valley University's inaugural comprehensive campaign.

**GOAL THREE:** Develop and implement strategies to engage and secure gifts from: top 50 leadership gift prospects, corporations and foundations, Women in Philanthropy, and President's Emerald Society.

**GOAL FOUR:** Increase alumni participation and annual giving donations by at least 20 percent and increase recurring donations by campaign completion.



# NUMBER OF GIFTS PER FISCAL YEAR



# 10-YEAR PROPOSED CAMPAIGN TIMELINE



**Reach-back  
total:  
\$116.8M**

**Projected Campaign  
Total to date: \$153M**

- Includes CET pledges and FY21 YTD fundraising
- Already exceeded 50% of \$250M goal (per industry standard)

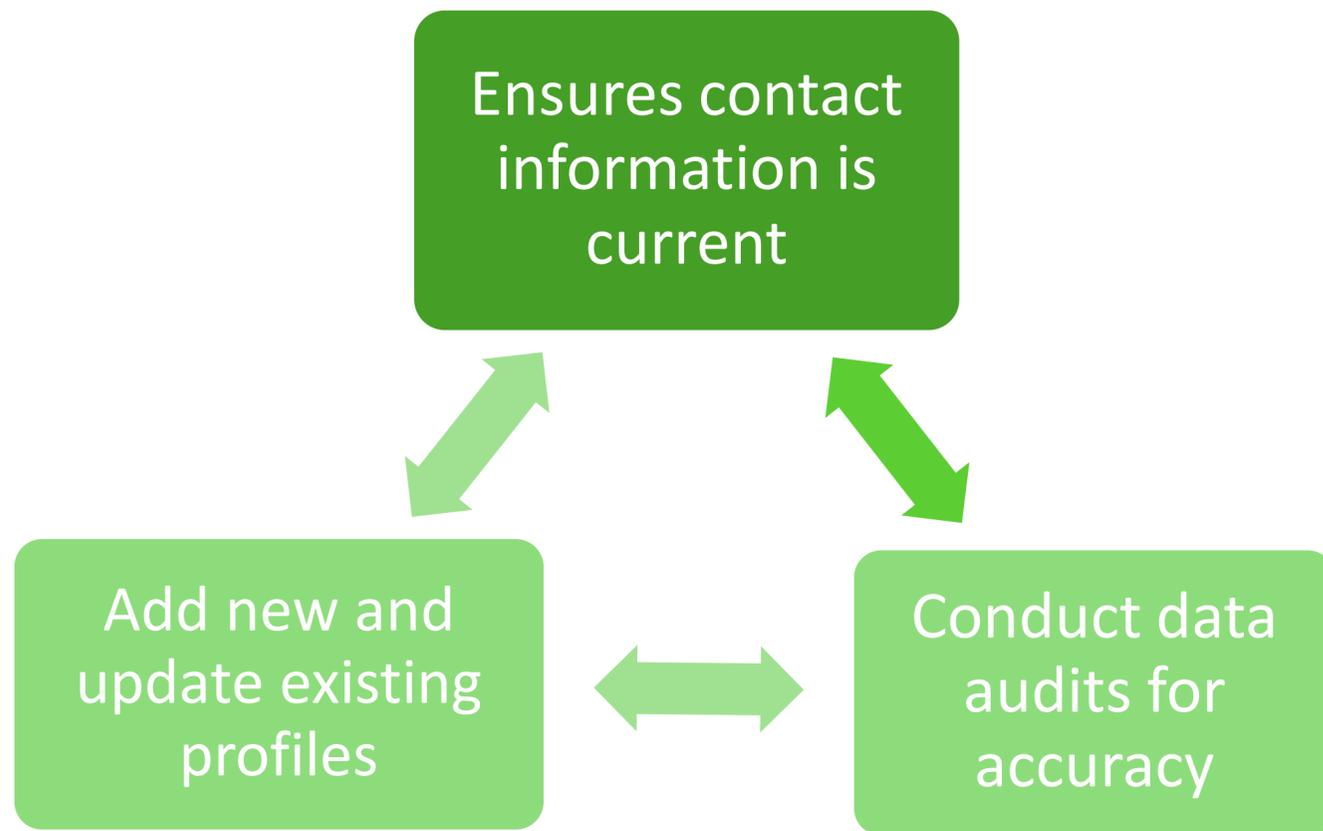
**Soft/Silent  
Launch with  
donors and  
University  
Community**

**Public Launch**

- Reevaluate campaign goal before public launch

**Campaign  
Close  
Celebration**

# ADVANCEMENT SERVICES CAMPAIGN REQUEST



**A Data Hygiene Manager will continually support Raiser's Edge database and manage the influx of new donor data as a result of increasing fundraising activity at all levels (annual, major, principal, planned giving, and special events).**

Communication with constituents is crucial during campaigns.

Campaign communication is effective only if it is received.

Clean data is required for all campus outlets to deliver email and mail communication.

# A DVANCEMENT SERVICES CAMPAIGN REQUEST

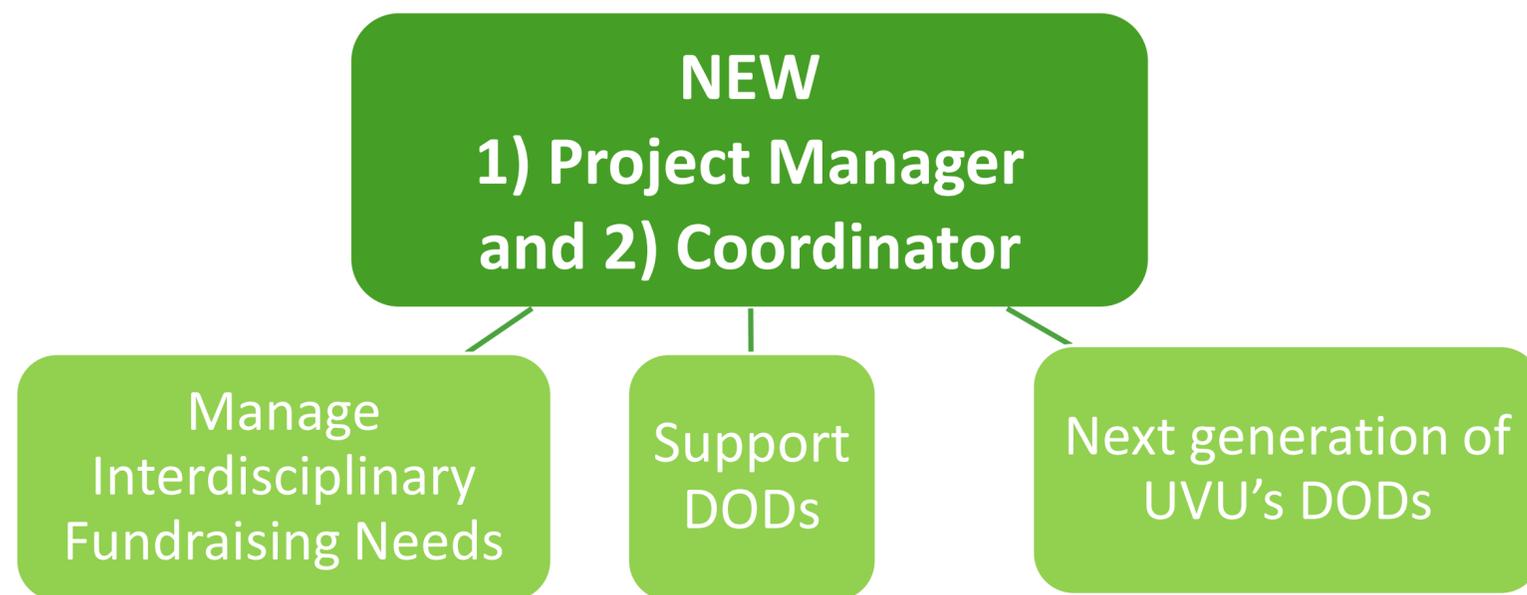
**IA has gift processor who cannot manage gift processing of all university donations in a timely manner alone, especially as online gifts are made more frequently.**



Another gift processor will ensure that donations are logged quickly,  
campaign fundraising data is accurately reported,  
and donors are receipted and thanked appropriately.

# DEVELOPMENT CAMPAIGN REQUESTS

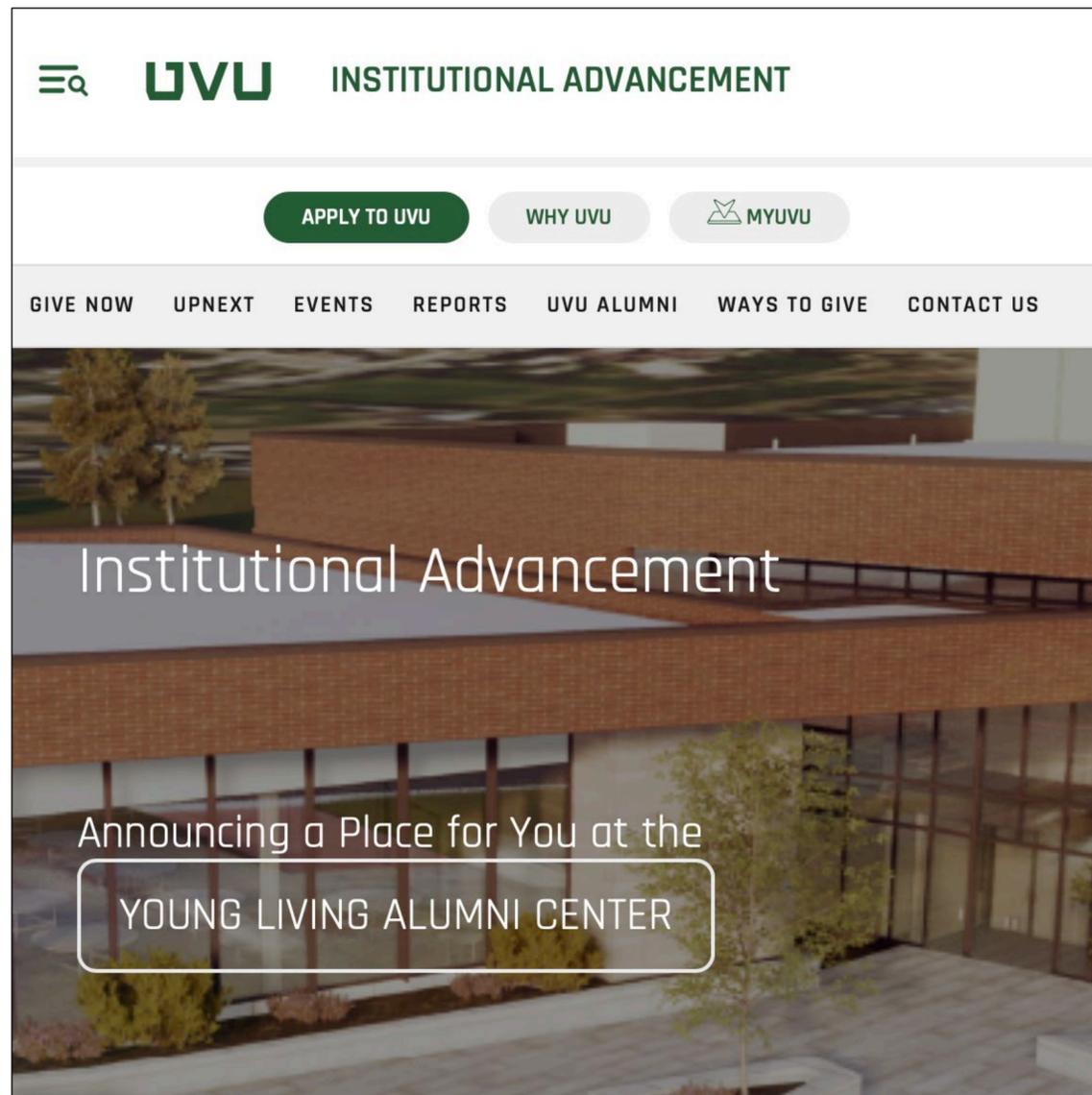
**Rather than adding two experienced fundraisers before campaign launch, hire 2 entry- or mid-level teammates who will allow current Directors of Development to focus on fundraising and prospect pipeline-building.**



## Two requested positions will ensure:

- Ensure coordinated and strategic solicitation of university's largest donors and prospects with high capacity
- Oversee seamless multidisciplinary engagement for new and existing fundraising groups:
- Coordinate donor and prospect strategies amongst internal stakeholders and log engagement in database
- Standardize and execute campus leadership follow-up protocol and unit-based stewardship of donors
- **Create a culture of disciplined, consistent, high-caliber, and thoughtful fundraising approaches that aid the work of UVU's president, campus leadership, and frontline fundraisers**

# STRATEGIC ENGAGEMENT CAMPAIGN REQUEST



## The TRUTH is in the data:

- 135 seconds to make an online gift, spanning 3 pages
- 59.44% bounce rate
- 30+ seconds to locate “Why Give” on “Making a Gift” page
- Not in one of the first three google search results “university name + donate”

## The website writer position will support the strategic engagement team by ensuring:

- Accurate and compelling content for division’s virtual real estate and ‘front porch’ for donor engagement and online giving
- Ensure website management and daily analytics to increase agility on donor pages and giving priorities

# STRATEGIC ENGAGEMENT CAMPAIGN REQUEST

## Snapshot of Last Year (even with COVID):

- 48 events consulted with members of campus community
- 250,000+ attendees at events led by department
- 25+ events successfully moved online or adapted due to COVID

## The executive events coordinator will support the strategic engagement team by ensuring:

- Efficiently execute upon a 15.8 percent increase in event consultation and execution from campus partners
- Increase opportunities for Institutional Advancement to strategically engage with top donors and donor prospects to enhance engagement and amplify giving



# INSTITUTIONAL ADVANCEMENT ONE-TIME REQUESTS



- **Furnishings & Fixtures for Young Living Alumni Center: \$1.1 million**
- **Inaugural Campaign Support Funding: \$212,000**
- **Data Software: \$10,000**
- **Division Technology: \$40,000**

**TOTAL REQUEST: \$1,362,000**

# INSTITUTIONAL ADVANCEMENT ONGOING REQUESTS

## Central Advancement Services

- #1 Data Hygiene Manager: \$86,439
- #6 Gift Processor: \$68,804

## Development/Fundraising

- #2 Development Project Manager: \$87,881
- #4 Development Coordinator: \$77,984

## Strategic Engagement

- #3 Web Content Writer: \$78,621
- #5 Executive Events Coordinator: \$80,845

## Alumni

- #7 Alumni Student Networking Platform: \$20,000/year

**TOTAL REQUEST: \$555,574**

# INVESTING IN UVU'S FUTURE

If Utah Valley University is to achieve its Vision 2030 plan, additional resources must be dedicated to Institutional Advancement to execute the university's first comprehensive campaign.

The campaign will standardize fundraising practices, communicate the importance of our priorities to constituencies, and serve to create a pipeline of donors for the next campaign.



**QUESTIONS?**