



THE OHIO STATE UNIVERSITY

Club and Society Leadership Symposium

September 2019

Educational Session:

Engaging our alumni in the Time and Change campaign

Campaign Name

Oh come let's sing Ohio's praise
And songs to Alma Mater raise
While our hearts rebounding thrill
With joy which death alone can still
Summer's heat or winter's cold
The seasons pass the years will roll
Time and change will surely show
How firm thy friendship ... OHIO!



Campaign Objectives

Grow Advocacy and Ambassadorship for Ohio State

- ✿ Inspire one million donors to invest in Ohio State.
- ✿ Increase the annual percentage of alumni who invest in Ohio State from 14% in 2016 to 25% in 2024.
- ✿ Increase the Wexner Medical Center's total percentage of campaign fundraising activity from 28% to 35%.

Create a step change in philanthropic support

- ✿ Grow the sustainable level of annual new fundraising activity from \$454 million per year in FY2016 to \$1 billion in FY2024.
- ✿ Secure 85 gifts of \$5 million or more and build the pipeline for future fundraising at all levels.
- ✿ Raise \$720 million for major capital projects around the university.
- ✿ Grow the endowment by \$875 million.
- ✿ Raise significant funds to address complex challenges facing our local and global communities.

Foster a culture of philanthropy

- ✿ Deliver inspirational experiences that increase annual donor retention from 54% to 64%.
- ✿ Develop the next generation of volunteer and philanthropic leaders.



Campaign Transformation

Inspire **one million donors** to
invest in Ohio State.



Campaign Volunteers

Volunteers are critical to helping the university achieve its goals. They provide personal philanthropic support, introduce us to their networks of friends, share stories about our mission and vision to **inspire contributions from peers**, and provide strategic counsel to our leaders.



Campaign Volunteers

The **ideal** Ohio State campaign volunteer:

- ✿ Is passionate about Ohio State
- ✿ Has Ohio State as a top philanthropic priority
- ✿ Has demonstrated leadership through their financial commitment
- ✿ Is equipped to identify, engage, and inspire existing and prospective donors to support the university
- ✿ Will provide thoughtful strategic counsel
- ✿ Will learn and become conversant on funding priorities
- ✿ Will champion the impact Ohio State has on the community as an educator, healer, convener, cultural resource, center for innovation and discovery, and engine of economic vitality and prosperity

Will **actively** advocate for, advise, engage with, and give to The Ohio State University in pursuit of its campaign objectives



Volunteer Roles

ADVOCATE -- Share your personal Ohio State story 🌿 Be well educated about campaign priorities and impact 🌿 Provide inspiration as a public and passionate promoter for the campaign 🌿 Take this opportunity to be “all in” for Ohio State 🌿 Carry the Ohio State campaign messages throughout all your activities and affiliations

ADVISE -- Provide strategic counsel in regard to current and prospective donors 🌿 Review and provide input on cases for support 🌿 Provide candid feedback to leadership on campaign themes, priorities and strategies

ENGAGE -- Host and/or attend campaign events 🌿 Make introductions, provide access and participate in enhancing university relationships with those who have interests and/or resources that could benefit Ohio State 🌿 Participate in annual campaign impact events

GIVE -- Make a meaningful gift that demonstrates leadership

THANK -- Help in celebrating and thanking donors in meaningful and personal ways 🌿 Provide insight to help inform a meaningful appreciation plan for a donor 🌿 Advocate for faculty/staff/students to participate in a culture of gratitude for philanthropy



Volunteer Commitment

Our commitment to volunteers:

- ✿ Access to academic/university leadership and advancement staff
- ✿ Consistent and informative insights into campaign progress and impact
- ✿ Briefing materials and talking points regarding campaign priorities
- ✿ Respectful use of your time and advice/input/feedback
- ✿ Opportunities to share your insights with university staff and other volunteers
- ✿ Utmost respect for maintaining the confidentiality of information shared by you, and discretion in how it is used



Volunteer Tools

- Peer to peer fundraising campaign support
- Customizing their club/society fund pages (iGive: custom image and marketing copy)
- Representation in Day of Giving Campaign
- Event fundraising support (TBD)



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QUESTIONS?