

CAMPAIGN UPDATE

FOR VOLUNTEER WEEKEND

OCTOBER 11, 2019

CAMPAIGN 101

CAMPAIGNS – WHY HAVE THEM?

- Finite period of time to raise money for specific initiatives or priorities
- Excuse to bring spotlight on fundraising efforts
- Helps bring attention to the organization's most pressing needs and creates a sense of urgency
- Helps develop a volunteer base

CAMPAIGNS – DIFFERENT TYPES

- **Capital Campaign**
 - Historically how people reference campaigns
 - Reality is these are bricks and mortar initiatives
- **Mini-Campaign**
 - Specific project, usually for a shorter time period
- **Comprehensive Campaign**
 - Counts EVERYTHING
 - Annual, planned, campaign, outright and endowed gifts

CAMPAIGNS – TIMELINE

- Duration of campaigns have changed
 - Used to be 3 years...then moved to 5 years
 - Current trend is a 7 to 8-year effort
 - Can be up to 10 years (or more with BOT approval)

CAMPAIGNS - PHASES

- Quiet Phase
 - You don't announce "publicly" that you are in a campaign during quiet phase
 - No website, no media mentions, etc.
 - You want 50-60% of your total goal in-hand before you announce a public goal
 - Much easier to raise a goal than to not meet it
 - Strategy is to focus on 7-, 8-, 9-figure prospects...they make/break a campaign

CAMPAIGNS – PHASES

- Public Phase
 - Bring campaign messaging to entire constituency
 - Outline objectives and purpose of the campaign...what are you trying to accomplish
 - Celebrate success to date – thank your current donors
 - Inspire!
 - Those who have not given to be a part of the campaign
 - Those who have already given to make another gift

CAMPAIGNS – PHASES

- Public Phase
 - Branding (visual identity)
 - Case statement
 - Dedicated microsite
 - Campaign launch video and other digital assets
 - 1-2 pagers on key campaign initiatives
 - Kickoff events

GRINNELL'S COMPREHENSIVE CAMPAIGN HISTORY AND TIMELINE

GRINNELL'S CAMPAIGN

- Leadership transitions affected timing (Shane to Jaci)
 - Campaign “counting” started July 1, 2103 (FY14)
 - We are in Year 7 of the campaign; public kickoff typically would occur in Year 4
- DAR Senior Team Retreat in August 2018
 - **First campaign in 20 years...really important to get it right and succeed**
 - Strategic discussion about the best way to move the campaign forward
 - Pro/Con review of five different options
- Presentation and discussion with Board of Trustees in October
 - Advancement Committee and full BOT
 - Received approval to move forward

CAMPAIGN – YEAR BY YEAR

FY19 – planning and logistics for public phase kickoff

- Determined strategy and timeline
- Developed messaging and creative concept
- Planned strategic kickoff events
- Organized volunteer leadership structure

FY20 – public phase kickoff

- Finalized strategy and execution plan for campaign communications and kickoff events
 - This took an enormous amount of time and effort during Q1 (July-Sept)
- KICKOFF EVENTS!
 - Grinnell – Board of Trustee fall meeting (October 4, 2019)
 - 10 additional kickoff events in key markets during FY20

CAMPAIGN – YEAR BY YEAR

FY21 – final year of campaign

- Continue kickoff events in London, Boston and Los Angeles
- Develop strategy for additional events in smaller strategic markets (Columbus, Dallas, Honolulu, Houston, Kansas City, Madison, Omaha, Philadelphia, Phoenix, Portland, St. Louis, etc.)
- Campaign counting will end June 30, 2021

FY22 – celebrate campaign success

- Celebration event in Grinnell in conjunction with the College's 175th birthday (October 2021)
- Regional events in key markets (throughout FY22)
- **Continue momentum building a culture of philanthropy**

**GRINNELL'S
CAMPAIGN
SEMI-DEEP DIVE**

CAMPAIGN PRIORITIES

1. Scholarships and Financial Aid
 2. Individually Advised Teaching and Learning
 3. World-Class Facilities
 4. Institute for Global Engagement
 5. Center for Careers, Life and Service
 6. Pioneer Fund (unrestricted support)
- These are the identified priorities, but all gifts to the College “count” in the campaign

CAMPAIGN COMMUNICATION

Culture of Philanthropy (COP)

- longer view
- invite engagement (or reengagement)

Campaign Case for Support (CCS)

- immediate application of the COP
- introduces funding priorities

AUDIENCE STRATEGIES

- Board of Trustees (including Life and Retired)
- Alumni Council, Class Agents, and Class Fund Directors
- Faculty/Staff
- Alumni
- Students
- Parents
- Friends

STRATEGY DETAIL

Constituency Group		Campaign launch mailing: Oct. 4	Campaign Launch Email
Board of Trustees	Current	Case in their room at Hotel Grinnell	
	Retired/Life	Case in their room at Hotel Grinnell or Case Statement Cover letter from Jaci Thiede	
CFDs/CAs/AC		Case Statement Cover letter from Michael and Ginny Kahn	Email Preview
Alumni	Case Statement	Case Statement Cover letter from Michael and Ginny Kahn	
	Culture of Philanthropy	COP Cover letter from Ryann Cheung	
Faculty/Staff		10/8 Mailed out COP and Case with pen and sticker Signatory Raynard, Anne, and Jaci	
Parents	If Assigned, Leading Grinnell, or 5-year Consecutive Donors (Launch mailing group)	Case Statement Cover letter from Michael and Ginny Kahn	
	Non-launch mailing		10/10 Email announcement w/ COP hyperlink
Friends	If Assigned, Leading Grinnell, or 5-year Consecutive Donors	Case Statement Cover letter from Michael and Ginny Kahn	
	Non-launch mailing		10/10 Email announcement w/ COP hyperlink
Students		10/8 Launch Announcement letter with pen and laptop cling/sticker Bryce Lew signatory	

CAMPAIGN LAUNCH EVENTS

Fall 2019:

Oct. 4: Grinnell

Oct. 17: Des Moines

Oct. 22: Washington D.C.

Nov. 6: Chicago

Nov. 20: New York City

Spring 2020:

Jan. 4: Naples

Feb. 18: Denver

Feb. 27: Bay Area

April 2: Seattle

May 14: Twin Cities

Summer/Fall 2020:

June 26: Hong Kong

Sept. 12: London

TBD: Boston

TBD: Los Angeles

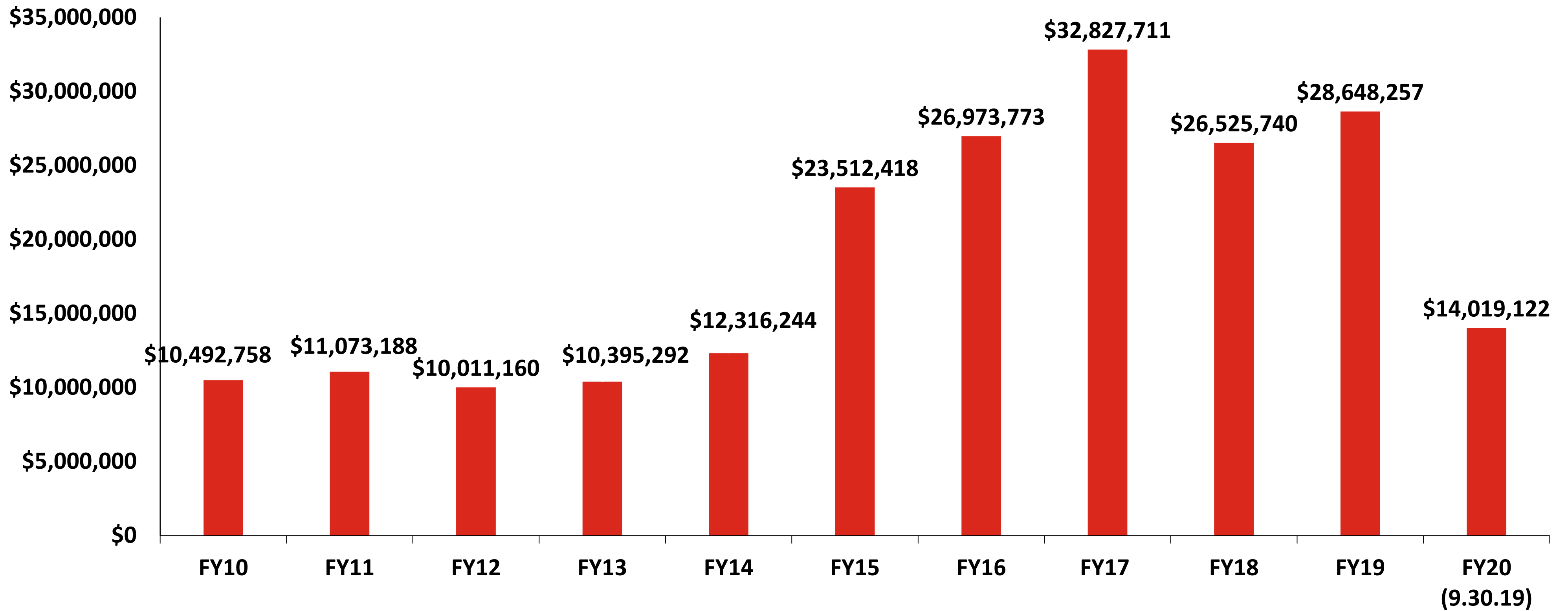
TBD: Secondary markets

Location	Zone 1	Zone 1 Host(s)	Zone 2	Zone 2 Host(s)	Zone 3	Zone 3 Host(s)	Zone 4	Zone 4 Host(s)
Grinnell	IGE - GLP tutorial	David Harrison	Academics-Diversity	Barb Trish	Access	Joe Bagnoli	Engagement/Campaign	Kington/Thiede
Des Moines	IGE - GLP tutorial	David Harrison	Commitment-Rosenfield Program	Barb Trish	Access	Brad Lindberg	Engagement/Campaign	Kington/Thiede
DC	IGE	Shuchi and Anne Harris	Academics-Diversity	Kesho Scott	Access	Joe Bagnoli	Engagement/Campaign	Kington/Thiede
Chicago	IGE	Shuchi and Anne Harris	CLS-Career Communities	Mark Peltz	Access	Joe Bagnoli	Engagement/Campaign	Kington/Thiede
NYC	Academics-Diversity	Kesho Scott	CLS-Career Communities	Mark Peltz	Access	Joe Bagnoli	Engagement/Campaign	Kington/Thiede

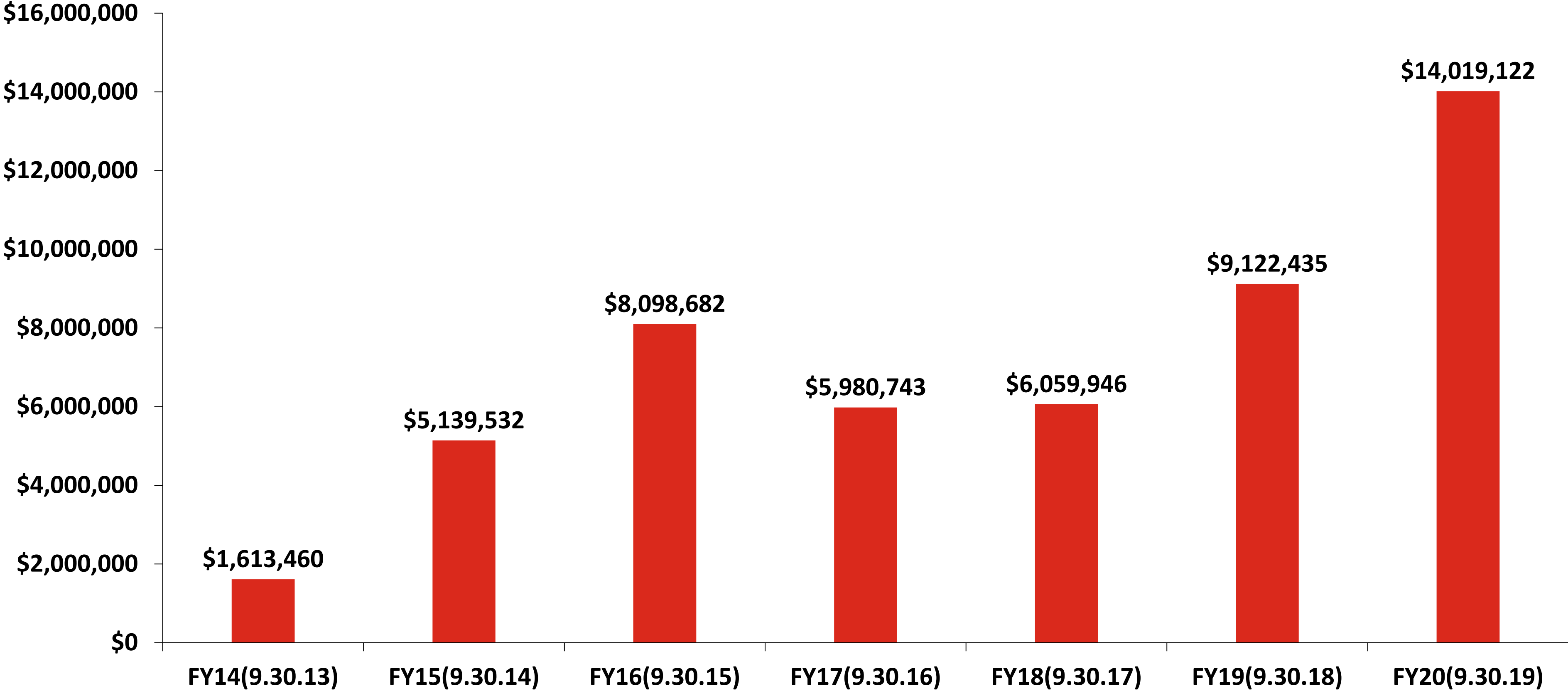
Location	Date	Venue	Local Host/Introduction	GCCC/Call to Action
Grinnell	4-Oct	Hotel Grinnell	David Maxwell '66	Susie McCurry '71
Des Moines	17-Oct	Temple Center for the Performing Arts	Connie Wimer (Trustee)	Ed Senn '79
DC	22-Oct	Dock 5 Union Market	Jeetander Dulani '98	Sheryl Walter '78
Chicago	6-Nov	Palmer House Hilton	Kay Bucksbaum '51	Bryce Lew '19 and Shelby Carroll '13
NYC	20-Nov	Metropolitan West	David Maxwell '66	Michael Kahn '74

CAMPAIGN FUNDRAISING TOTALS

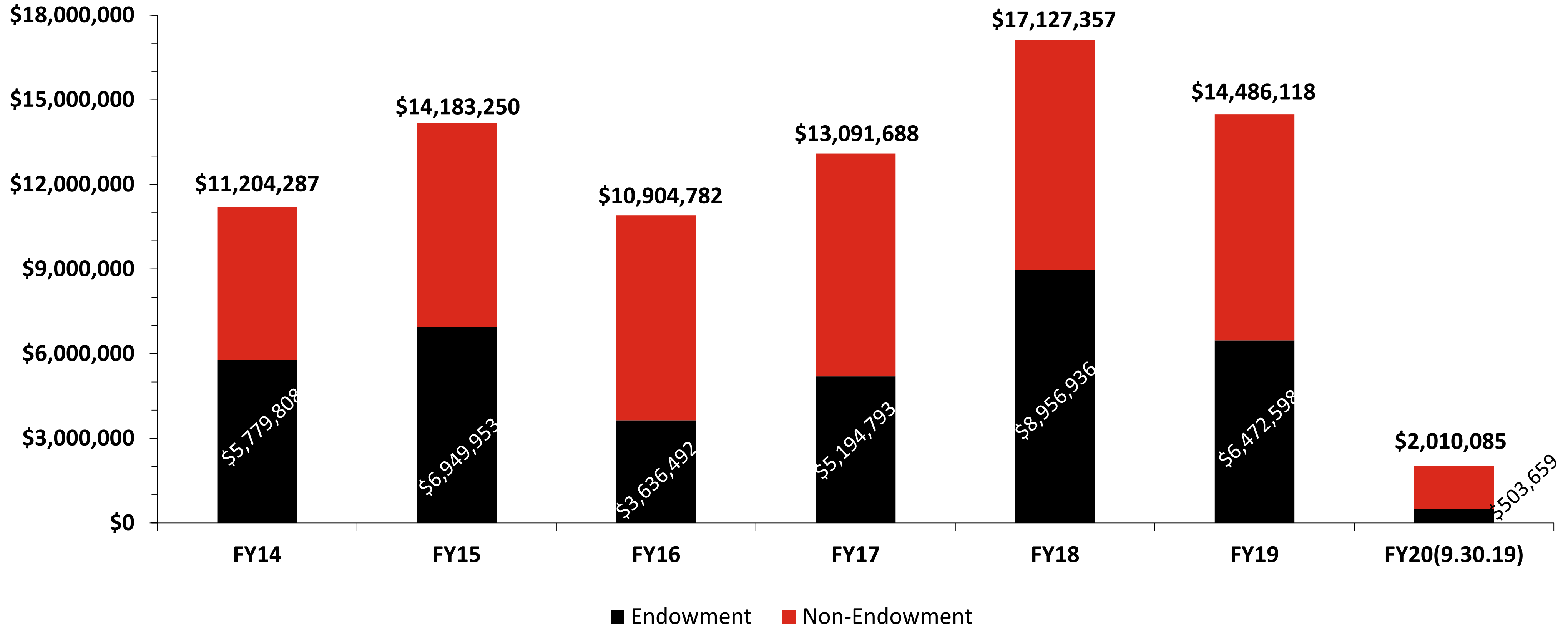
NEW GIFTS AND COMMITMENTS: FY TOTALS



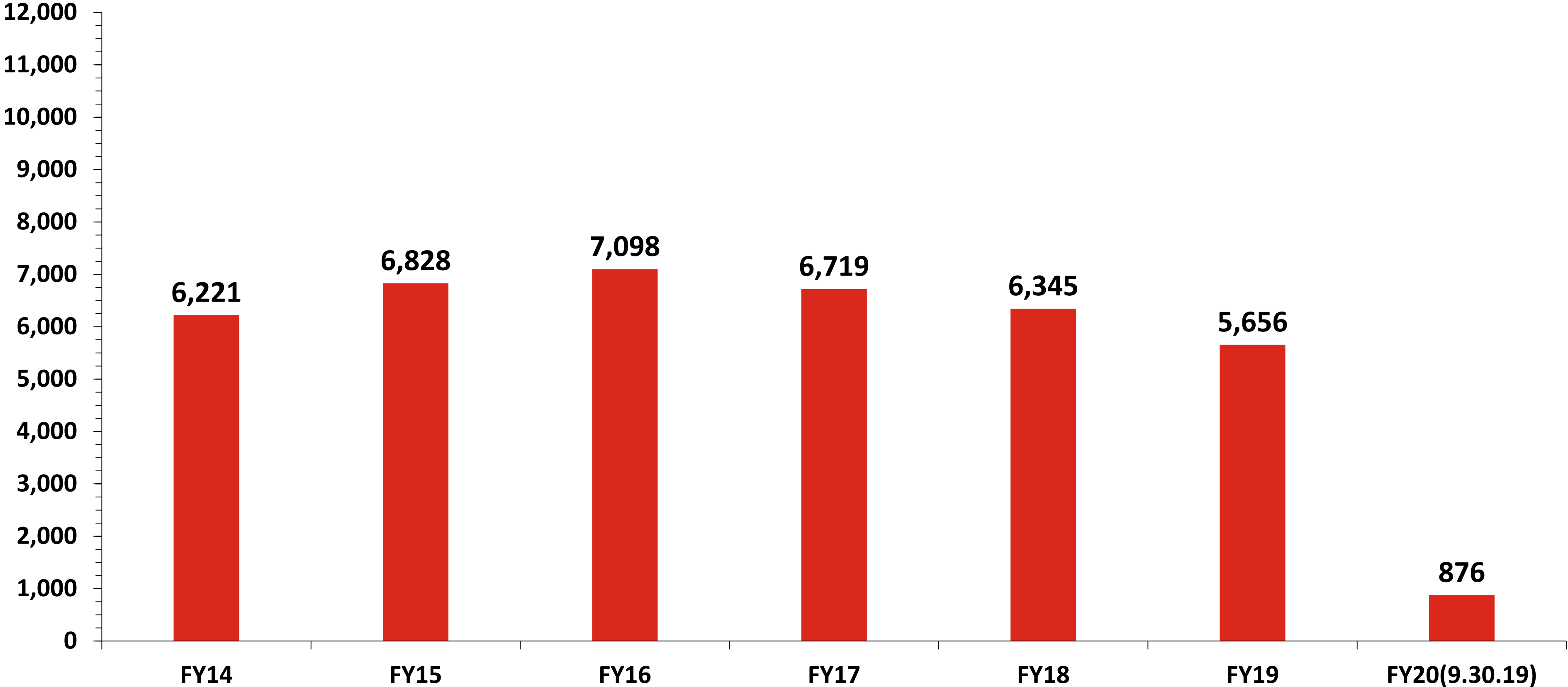
NEW GIFTS AND COMMITMENTS: YEAR-TO-DATE



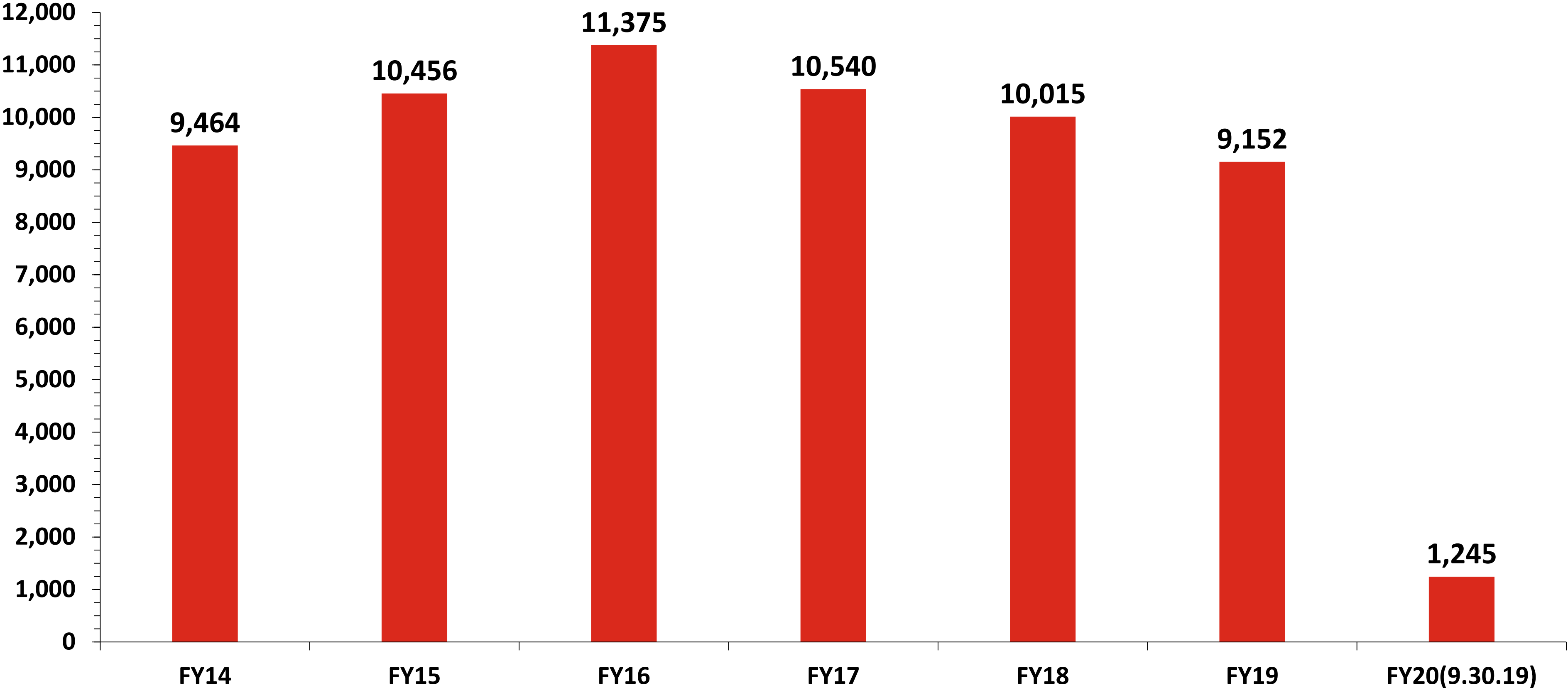
RECEIPTS: FY TOTALS



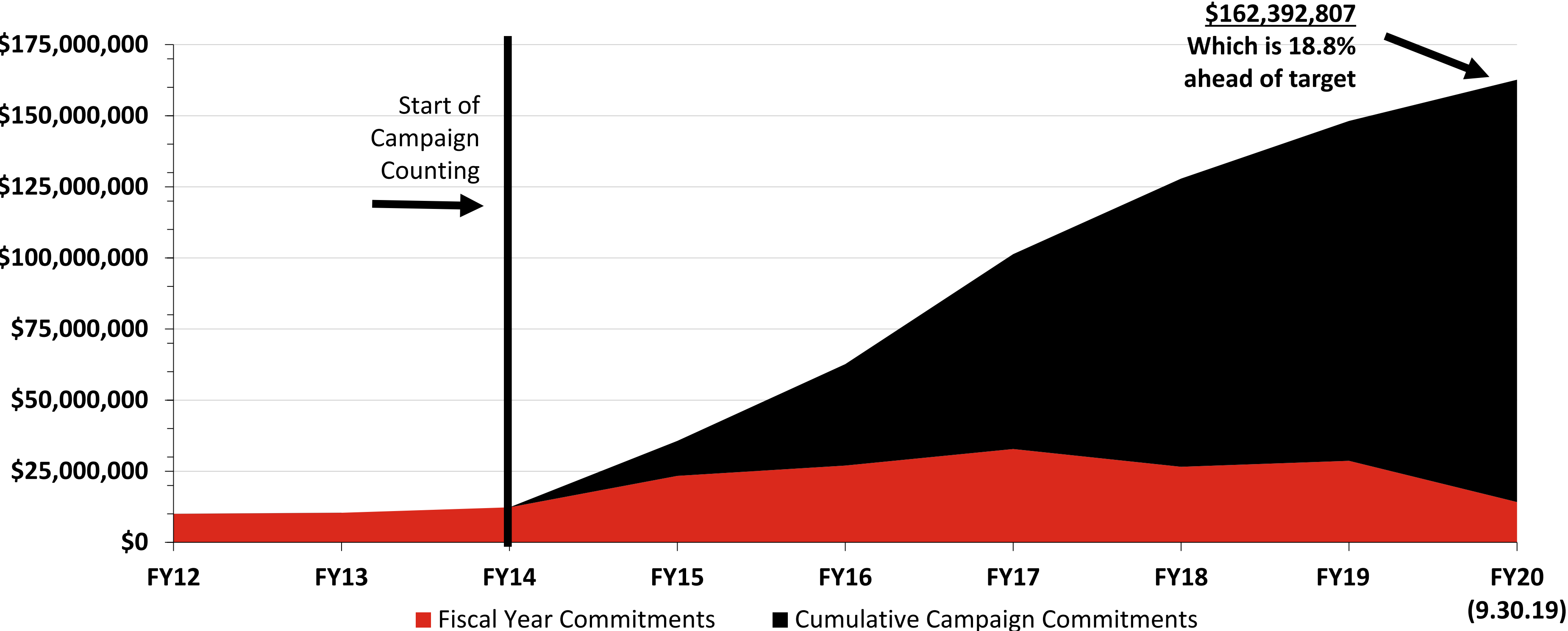
ALUMNI DONORS: FY TOTALS



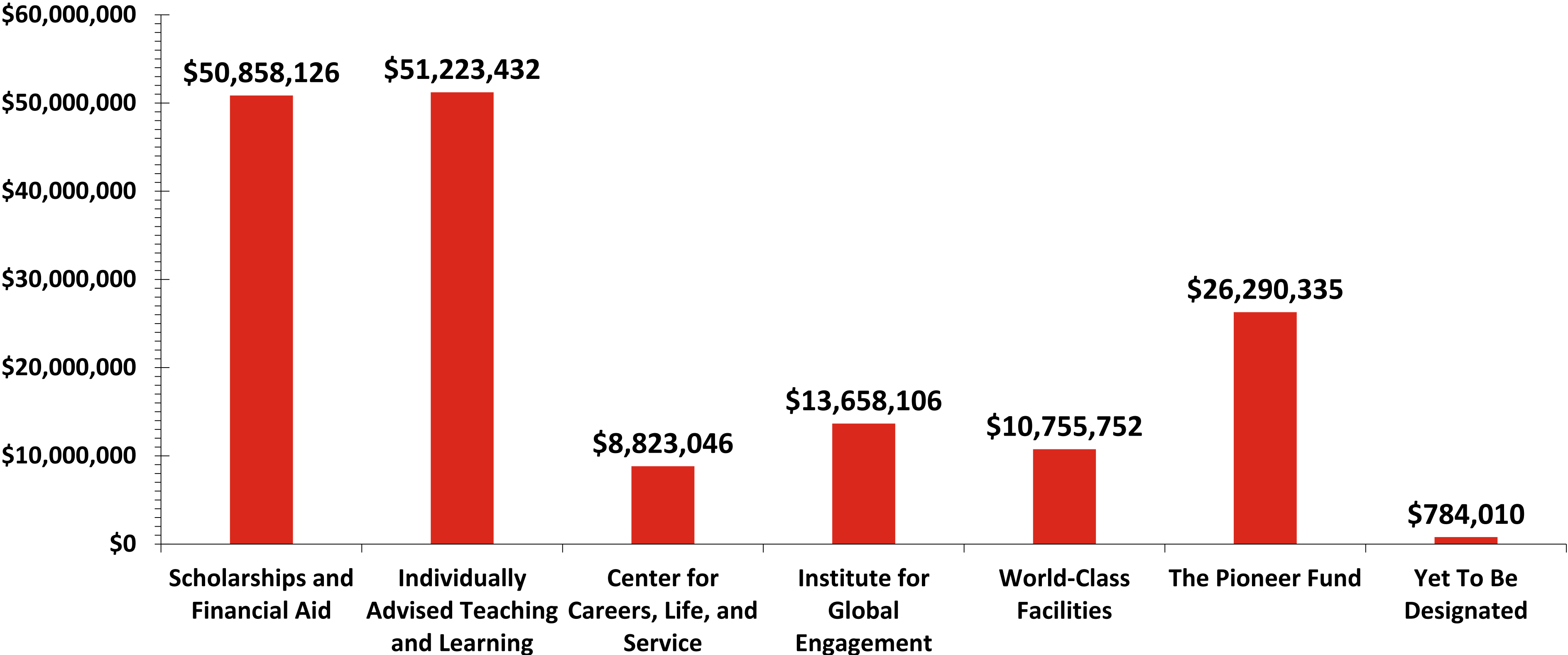
TOTAL DONORS: FY TOTALS



PROGRESS TOWARDS \$175 MILLION CAMPAIGN WORKING GOAL



CAMPAIGN PRIORITIES: CAMPAIGN-TO-DATE



QUESTIONS OR
COMMENTS?

HOW CAN YOU
HELP?

WORKING WITH DAR STAFF

- Continue doing what you are doing!
- Become educated and aware of the campaign framework and priorities.
- Practice your “pitch” for why the campaign is important.
- Share new/updates from classmates with DAR.
- Attend kickoff events
 - Plug the events with your classmates!