

## **BREWTON-PARKER COLLEGE**

### **DEVELOPMENT OFFICE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **DEPARTMENT PURPOSE**

The purpose of the Development Office is to support the College in achieving its goal of securing financial stability and institutional viability.

#### **OBJECTIVE**

The Director of Development will support the College in securing financial stability and institutional viability by maximizing resource development.

#### **ACTION PLAN 1**

1. The Director of Development will raise \$100,000 the first year, \$500,000 the second year, \$750,000 the third year, \$1,000,000 the fourth year, and \$1,250,000 the fifth year for a total of \$3,600,000.
2. The Director of Development will make twelve prospective visits each week to facilitate the raising of necessary funds.
3. The Director of Development will identify prospective donors, schedule visits, and present the opportunity to make a gift to the College.
4. The Director of Development will meet and develop one hundred new donors from referrals of present donors over the five-year period, or twenty new donors per year.

#### **ASSESSMENT**

1. The department will measure increases in funds raised by comparing them with previous years' records.
2. The Director of Development will keep a log of visits he has made each week to verify that he has reached his quota.
3. The Director of Development will maintain a continuing research and cultivation diary of prospects that have been contacted.
4. The department will determine the number of new donors by keeping detailed records of each new donor secured.

#### **RESPONSIBILITY**

Director of Development and Vice President for College Advancement

#### **TIME FRAME**

Five years, measured in yearly increments

**RESOURCES REQUIRED**

Needed time resources will require after normal business hours to get the job accomplished. Money resources will come from regularly budgeted operations.

**RELATED TO**

Institutional Goal No. 1

## **BREWTON-PARKER COLLEGE**

### **DEVELOPMENT OFFICE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2002-03**

##### **OBJECTIVE**

The Director of Development will support the College in securing financial stability and institutional viability by maximizing resource development.

##### **ACTION PLAN 1**

1. The Director of Development will raise \$100,000 the first year, \$500,000 the second year, \$750,000 the third year, \$1,000,000 the fourth year, and \$1,250,000 the fifth year for a total of \$3,600,000.
2. The Director of Development will make twelve prospective visits each week to facilitate the raising of necessary funds.
3. The Director of Development will identify prospective donors, schedule visits, and present the opportunity to make a gift to the College.
4. The Director of Development will meet and develop one hundred new donors from referrals of present donors over the five-year period, or twenty new donors per year.

##### **RESULTS**

- The charts below show the number of visits that I made and donations received.
- Many of the “Donor Visits” should have been logged as “New Prospects” because they have never donated or been contacted by the college. After visiting with the Vice-President for College Advancement about this, I began logging my new contacts as such if we had no record of donation or contact. This explains why the “New Prospects” jumped and “Donor Visits” declined in February 2003.
- “Other Contacts” are primarily visits with pastors in various cities where we have very few donors in our database. I ask pastors to tell their youth groups about Brewton-Parker College and if they will give me names of members that I can visit.
- “Total Visits” refers to the number of visits I made, not the number of people contacted. I may have visited the same individual more than once. If the individual looked like a good prospect, I usually made a repeat visit.
- According to Bob Sanford, Director of Alumni Relations, alumni’s giving is 1.3%. I gave every alumnus a postage-free envelope and asked to send a donation. Many alumni made verbal commitments to send donations but never followed through.

**Contact Report 2002**

	<b>July</b>	<b>Aug.</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>	<b>Total</b>
Donor Visits	24	26	33	39	32	22	<b>176</b>
New Prospects	14	13	9	11	8	9	<b>64</b>
Other Contacts	16	14	10	25	6	8	<b>79</b>
Total Visits	54	53	52	75	46	39	<b>319</b>
Gifts Unrestricted	\$145	\$1,000	\$3,220	\$650	\$50	\$130	<b>\$ 5,195</b>
Gifts Restricted	\$2,100		\$3,200		\$300	\$4,600	<b>\$10,200</b>

**Contact Report 2003**

	<b>Jan.</b>	<b>Feb.</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>Total</b>
Donor Visits	42	25	17	22	18	16	140
New Prospects	11	23	29	24	25	32	144
Other Contacts	5	8	6	6	6	6	37
Total Visits	58	56	52	52	49	54	321
Gifts Unrestricted	\$ 380	\$ 30	\$80	\$1,255	\$ 455	\$ 330	\$ 2,530
Gifts Restricted	\$4,000	\$8,000		\$1,500	\$2,800	\$11,296	\$27,596

**RESPONSE**

New prospects have been added to the development files according to the county in which they live. I will follow up on each new prospect to move them from “prospect” to “donor” status.

From July 1, 2002 to December 31, 2002, I made 319 total visits. This averages 12.27 visits per week by the Director of Development, which includes holidays, sick days, and vacation. From January 1, 2003 to June 30, 2003, I made 321 total visits. This averages to 12.35 visits per week.

I have found the 1.3 % alumni giving statistic to be accurate. Most alumni that I have contacted have not responded to my requests for a donation. Based on my contact results, I have come to the conclusion that alumni are not the best prospects for financial support of this institution. However, alumni can give me referrals for possible new donors, so I will continue to visit them.

I have also discovered that many Brewton-Parker College alumni support the school they transferred to rather than BPC. Brewton-Parker became a four-year institution in 1987. Many alumni, who attended when BPC was a junior college, transferred to other colleges to get higher degrees. They have become loyal to those institutions rather than Brewton-Parker College.

I have concluded that the best way to acquire new funds for Brewton-Parker College is to continue to find new prospects, primarily Baptist businessmen, and recruit them for the Board of Associates (Note: Now called "Board of Advancement")

My data gives me a good indication of the direction I need to take. I need to verify this information with another indicator. In the coming year, I have determined that data is needed that relates to the economy of the state of Georgia. This will be conducted through collecting data from national development periodicals to determine how we may best increase our charitable contributions in relation to the economy.

## **BREWTON-PARKER COLLEGE**

### **DEVELOPMENT OFFICE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2003-04**

#### **OBJECTIVE**

The Director of Development will support the College in securing financial stability and institutional viability by maximizing resource development.

#### **ACTION PLAN 1**

1. The Director of Development will raise \$100,000 the first year, \$500,000 the second year, \$750,000 the third year, \$1,000,000 the fourth year, and \$1,250,000 the fifth year for a total of \$3,600,000.
2. The Director of Development will make twelve prospective visits each week to facilitate the raising of necessary funds.
3. The Director of Development will identify prospective donors, schedule visits, and present the opportunity to make a gift to the College.
4. The Director of Development will meet and develop one hundred new donors from referrals of present donors over the five-year period, or twenty new donors per year.

#### **RESULTS**

- The Director of Development worked during the 2003-04 fiscal year to secure gifts totaling \$230,282.28 and pledges of \$4,425. The amount of gifts and pledges the Development Office helped to secure for the College, through gifts and pledges, amounts to \$234,707.28.
- The charts below show the number of visits that I made and donations received.
- “Donor Visits” are contacts made with alumni and other individuals who have already given at least one donation to Brewton-Parker College, or a follow-up visit with a new prospect.
- “Alumni (No Donations)” are visits to alumni who have never given to Brewton-Parker College. Many of these alumni have never been contacted by the college after attending or graduating from BPC.
- “New Prospects” are prospects who have no affiliation with Brewton-Parker College and have never been contacted by the school. The purpose is to find new individuals who will become interested in supporting Brewton-Parker.
- “Other Contacts” are primarily visits with pastors in various cities where we have very few donors in our database. I ask pastors to tell their youth groups about Brewton-Parker College and if they will give me names of members that I can visit.

- “Total Visits” refers to the number of visits I made, not the number of people contacted. I may have visited the same individual more than once. If the individual looked like a good prospect, I usually made a repeat visit.
- “Gifts Restricted” may include “In-Kind” gifts.
- “Pledges Secured” means the person contacted has agreed to add Brewton-Parker College to his or her will, or made a promise of a future gift.
- I have given every alumnus a postage-free envelope and asked to send a donation. Many alumni made verbal commitments to send donations but never followed through.

### Contact Report 2003

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Donor Visits	15	18	16	14	14	14	91
Alumni (No Donations)	10	11	2	4	6	5	38
New Prospects	25	17	17	17	24	19	119
Other Contacts	10	7	3	3	6	4	33
Total Visits	60	53	38	38	50	42	281
Pledges Secured	4	3	2	\$8,330 phonathon	2	\$ 1,000 Redding	\$ 9,330
Gifts Unrestricted	\$ 330	\$ 30	\$ 5,800	\$ 4,033	\$ 625	\$ 4,625	\$ 15,443
Gifts Restricted	\$6,361.28	\$139,259	\$10,558	\$ 5,198	\$19,347	\$15,811	\$196,534.28

(September visits dropped due to vacation and phonathon)

### Contact Report 2004

	Jan.	*Feb.	March	April	May	June/July	Total
Donor Visits	21	14				*18	53
Alumni (No Donations)	2	2					4
New Prospects	22	30					52
Other Contacts	9	3					12
Total Visits	54	49					103
Pledges Secured	\$ 100	\$3,900					\$4,000

	<b>Jan.</b>	<b>*Feb.</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June/July</b>	<b>Total</b>
Gifts Unrestricted	\$7,125	\$2,275					\$9,400
Gifts Restricted							

\*Note: Kent Crockett's last day in the office was February 24, 2004 and took vacation days the rest of the month before resigning to become pastor of a Baptist church in Florida.

\*June/July number represents new Director of Development hire. Start date June 14, 04

## **RESPONSE**

Two new categories were added: "Alumni (No Donations)" and "Pledges Secured" to more accurately track visits and responses.

New prospects have been added to the development files according to the county in which they live. Follow to be made on new prospect to move them from "New Prospect" to "Donor" status.

Most alumni contacted have not responded to requests for a donation. Conclusion, alumni are not the best prospects for financial support of this institution. However, alumni will provide referrals for possible new donors. Also, many Brewton-Parker College alumni support the school they transferred to rather than BPC. Brewton-Parker became a four-year institution in 1987. Many alumni, who attended when BPC was a junior college, transferred to other colleges to get higher degrees. They have become loyal to those institutions rather than Brewton-Parker College. Resulting strategy to acquire new funds for Brewton-Parker College is to continue to find new prospects, primarily Baptist businessmen, and recruit them for the Board of Advancement.

## **BREWTON-PARKER COLLEGE**

### **DEVELOPMENT OFFICE SIX-YEAR STRATEGIC PLAN 2003-04 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2004-05**

#### **OBJECTIVE**

The Director of Development will support the College in securing financial stability and institutional viability by maximizing resource development.

#### **ACTION PLAN 1**

1. The Director of Development will raise \$100,000 the first year, \$500,000 the second year, \$750,000 the third year, \$1,000,000 the fourth year, and \$1,250,000 the fifth year for a total of \$3,600,000.
2. The Director of Development will make twelve prospective visits each week to facilitate the raising of necessary funds.
3. The Director of Development will identify prospective donors, schedule visits, and present the opportunity to make a gift to the College.
4. The Director of Development will meet and develop one hundred new donors from referrals of present donors over the five-year period, or twenty new donors per year.

#### **RESULTS**

- The Contact report sheets and field definitions i.e. Donor Visits, Alumni (No Donations) were continued from 2004 revision.
- The “New Prospects” field, being individuals “who have no affiliation With Brewton-Parker and have never been contacted by the school” were considered and counted “New Prospects” even after they were contacted. This will continue until they become donors or are dropped from the file.
- The “Pledge Secured” field was not used. A casual consent to send a gift does not constitute a pledge.
- Follow up was conducted with the “New Prospect” category as projected in the **2004 Action Plan 1 Response**. Lack of awareness and connection with BPC turned the conversation into an introduction to BPC with a request for financial support for the school.
- Parent of former student led to networking opportunities in Cordele and Douglas, GA. New Prospect led to networking opportunities in Valdosta, GA. Alumni led to a \$25,000 gift annuity.
- Alumni research was conducted. It was determined that %25 of the alumni body fit the age profile that could support an endowment/gift annuity program. Such a program was developed.

- As projected in the **2004 Action Plan 1 Response**, a strategy to acquire new funds was focused on during 04-05 on recruiting Baptist businessmen for the Board of Advancement.

### Contact Report 2004

	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Donor Visits	6	8	9	4	6	3	36
Alumni (No Donations)	12	10	3	8	6	6	45
New Prospects	12	9	5	4	17	8	55
Other Contacts	6	3	5	2	3	4	23
Total Visits	36	30	22	18	32	21	159
Pledges Secured				\$8,925 phone-a- thon			
Gifts Unrestricted			\$500			\$7,250	\$7,750
Gifts Restricted							

### Contact Report 2005

	Jan.	*Feb.	March	April	May	June	Total
Donor Visits	15	8	4	5	2	3	37
Alumni (No Donations)	6	6	8	6	4	4	34
New Prospects	17	22	23	9	9	4	84
Other Contacts	7	6	4	3	1	2	23
Total Visits	45	42	38	23	16	13	177
Pledges Secured							
Gifts Unrestricted			\$ 1000.00			\$200.00	\$18,211.70*
Gifts Restricted			\$25,000.00 Vinson G/A				\$ 25,000.00

\* Includes \$17,011.70 phone-a-thon

## **RESPONSE**

- Expand networking opportunities identified in Cordele, Douglas, Perry, Valdosta and Augusta, GA.
- Implement endowment/gift annuity program 05/06. This includes the initiation of The Legacy club. Goals include on campus meetings of the Club, implementation of a direct mail campaign to the 25% of the alumni who fit the profile for the Legacy Club were instituted, and a presentation of annuity programs to target groups. The first presentation was August 28, 2005 Pinecrest Baptist Church Cordele, GA.

## **BREWTON-PARKER COLLEGE**

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#### **DEPARTMENT PURPOSE**

The purpose of the Development Office is to support the College in achieving its goal of securing financial stability and institutional viability.

#### **OBJECTIVE**

The Director of Development will support the College in securing financial stability and institutional viability by maximizing resource development.

#### **ACTION PLAN 2**

1. The Director of Development will establish a Board of Associates to assist in fundraising and the recruiting of students.
2. The Director of Development will invite at least twenty individuals per year to join the Board of Associates.
3. Each member of the Board of Associates will give names of three new prospective donors per year and three new prospective students per year to the Director of Development.

#### **ASSESSMENT**

1. A file will be created to maintain all actions related to the Board of Associates.
2. Membership growth will be documented through a Board of Associates roster.
3. Prospective donor and student names will be entered into a computer database.

#### **RESPONSIBILITY**

Director of Development and Vice President for College Advancement

#### **TIME FRAME**

Five years, measured in yearly increments

#### **RESOURCES REQUIRED**

Time beyond the regular forty-hour workweek will be required to complete this project. Money and resources will come from regularly budgeted amount and from any gifts given by any member of the Board of Associates

#### **RELATED TO**

Institutional Goals No. 1 & 3

## **BREWTON-PARKER COLLEGE**

### **DEVELOPMENT OFFICE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2002-03**

##### **OBJECTIVE**

The Director of Development will support the College in securing financial stability and institutional viability by maximizing resource development.

##### **ACTION PLAN 2**

1. The Director of Development will establish a Board of Associates to assist in fundraising and the recruiting of students.
2. The Director of Development will invite at least twenty individuals per year to join the Board of Associates.
3. Each member of the Board of Associates will give names of three new prospective donors per year and three new prospective students per year to the Director of Development.

##### **RESULTS**

As of June 30, 2003, twenty-four people have joined the Board of Associates (Note: Now called “Board of Advancement”). Each new member receives a Board of Advancement membership card and a monthly BOA newsletter about campus news and events. Our first Board of Advancement luncheon is planned for October 2003 with a guest speaker.

I have received numerous donor prospect names and approximately fifteen prospective student names from BOA members. I anticipate that more names will be forthcoming after we hold our first meeting.

##### **RESPONSE**

1. The name “Board of Associates” has been changed to the “Board of Advancement” to clarify the cause of advancing Brewton-Parker College. All pertinent information about members of the Board of Advancement is kept in the development office files.
2. Beginning in February 2003, a membership list was sent to each member. The list will be updated as new people join the Board of Advancement.
3. Names of prospective donors have been added to the development files according to the county in which they reside. Names of prospective students have been given to the admissions office. I have created a database of prospective student names and the dates when I gave this information to an admissions counselor.

4. I will collect another source of data by conducting an interview with either a prospective student who has enrolled in Brewton-Parker College or a prospective donor who has joined the Board of Advancement.

## **BREWTON-PARKER COLLEGE**

### **DEVELOPMENT OFFICE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & RESPONSES—2003-04**

#### **OBJECTIVE**

The Director of Development will support the College in securing financial stability and institutional viability by maximizing resource development.

#### **ACTION PLAN 2**

1. The Director of Development will establish a Board of Associates to assist in fundraising and the recruiting of students.
2. The Director of Development will invite at least twenty individuals per year to join the Board of Associates.
3. Each member of the Board of Associates will give names of three new prospective donors per year and three new prospective students per year to the Director of Development.

#### **RESULTS**

As of June 30, 2004, forty people have joined the Board of Associates (Note: Now called “Board of Advancement”). Each new member receives a Board of Advancement membership card and a monthly BOA newsletter about campus news and events. The first Board of Advancement luncheon was held in October 2003, and a second annual luncheon is planned for October 14, 2004. BOA members provided numerous donor prospect names and approximately fifteen prospective students.

#### **RESPONSE**

1. All pertinent information about members of the Board of Advancement is kept in the development office files.
2. Beginning in February 2003, a membership list was sent to each member. The list will be updated as new people join the Board of Advancement.
3. Names of prospective donors have been added to the development files according to the county in which they reside. Names of prospective students have been given to the admissions office. I have created a database of prospective student names and the dates when I gave this information to an admissions counselor.

## **BREWTON-PARKER COLLEGE**

### **DEVELOPMENT OFFICE SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08**

#### **RESULTS & REPOSSES—2004-05**

#### **OBJECTIVE**

The Director of Development will support the College in securing financial stability and institutional viability by maximizing resource development.

#### **ACTION PLAN 2**

1. The Director of Development will establish a Board of Associates to assist in fundraising and the recruiting of students.
2. The Director of Development will invite at least twenty individuals per year to join the Board of Associates.
3. Each member of the Board of Associates will give names of three new prospective donors per year and three new prospective students per year to the Director of Development.

#### **RESULTS**

1. As of June 30, 2004, forty one people have joined the Board of Advancement.
2. The BOA was evaluated following the Fall 04 meeting. Low attendance at the twice a year meeting was examined. It was determined that the BOA semi-annual meeting would continue with renewed efforts at strengthening the programming of the meetings.
3. Each member continues to receive a membership card, and a BOA news letter.
4. The BOA news letter was evaluated relative to content, length of articles and frequency of presentation. While this was a verbal evaluation each BOA member contacted found the news letter helpful, informative and necessary.
5. BOA member sponsored a luncheon in his location for other BOA members in the area. Prospect names were generated and contacted by BPC development officer.

#### **RESPONSE**

1. All pertinent information about members of the BOA is kept in the development office files.
2. The membership list is updated as individuals rotate off the Board and new people are added.
3. BOA members will continue to be asked for networking opportunities both in their community at large and with churches in their area.