

BREWTON-PARKER COLLEGE

MAJOR GIFTS DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

DEPARTMENT PURPOSE

The purpose of the Major Gifts Department is to support the College in achieving its goal of securing financial stability and institutional viability.

OBJECTIVE

The Major Gifts Department will support the College in securing financial stability and institutional viability by maximizing resource development.

ACTION PLAN

- The Advancement Staff will solicit and secure major gifts of \$3,500,000 from individual donors over a period of five years.
- Prospective donors will be identified and qualified, scheduled for visits and presented with opportunity to make a gift to the College.
- Visits will be made on a weekly basis as follows: Vice President for College Advancement (5) and Director of Major Gifts (3).

ASSESSMENT

- Staff members will maintain a continuing Prospect Research and Cultivation Diary of individuals visited for verification of 400 visits made in each of five years.
- Staff members will maintain weekly visitation/solicitation record.
- The Advancement Office will make a weekly report of gift commitments.
- The Advancement Office will provide a monthly report to the Administrative Council.
- Official donor records will confirm receipt of \$3.5 million in gifts of \$10,000 or greater.

RESPONSIBILITY

Director of Major Gifts and Vice President for College Advancement

TIME FRAME

Five years, measured in annual increments of \$700,000

RESOURCES REQUIRED

Annual budget allocations

RELATED TO

Institutional Goal No. 1

BREWTON-PARKER COLLEGE

MAJOR GIFTS DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2002-03

OBJECTIVE

The Major Gifts Department will support the College in securing financial stability and institutional viability by maximizing resource development.

RESULTS

This update reviews Plan Results for the nine-month period from July 1, 2002 through June 30, 2003.

- In order to secure major gifts of \$3,500,000 from individual donors over a period of five years, the college must receive an average of \$700,000 per year.
- During the reporting period, the Advancement Staff identified and qualified prospective donors who will yield \$700,000 by June 30, 2003. As of the reporting date, the Advancement Staff has identified and visited 329 potential donors who were presented an opportunity to make a gift to the College.
- The Plan anticipates two members of the Advancement Staff (Vice President for College Advancement and Director of Major Gifts) will average a total of eight visits per week. Due to illness the Director of Major Gifts was unable to keep a regular schedule of advancement calls. The Vice President for College Advancement conducted the weekly visitation/solicitation activities and made an average of seven visits per week since July 1, 2002. These visits have yielded \$877,067 in cash contributions through June 30, 2003. Additionally, pledges of \$333,173 have been received for a total of \$1,210,240 in commitments to the College.

RESPONSE

- The Major Gift goal was \$700,000 for this year and that goal was exceeded with \$877,067 being given plus the additional \$333,173 still out in pledges.
- Our records show results of a sufficient number of visits to help achieve our goal. We plan to use the same Major Gift plan in the coming year as far as contacts are concerned. The Director of Major Gifts position was not utilized due to illness of that individual. The Vice President for College Advancement will assume the responsibilities for the department in the coming year.

BREWTON-PARKER COLLEGE

MAJOR GIFTS DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2003-04

OBJECTIVE

The Major Gifts Department will support the College in securing financial stability and institutional viability by maximizing resource development.

RESULTS

This update reviews Plan Results for the twelve-month period from July 1, 2003 through June 30, 2004.

- The College must receive an average of \$700,000 per year for five years in order to obtain the Major Gifts goal of \$3,500,000 for a five-year period.
- During this reporting period, the President and Vice President for College Advancement, soliciting major gifts, made a total of 393 visits.
- The Plan anticipates the President and Vice President for College Advancement will average a total of eight visits per week. The actual number ended up being seven visits per week. We no longer have a position of Director of Major Gifts, as official visits are now made as mentioned above, by the President and Vice President for College Advancement. The 393 visits yielded a total of \$1,498,730.63. Additionally, outstanding pledges for the year 2003-04 are \$57,170.00.

RESPONSE

The Major Gift goal of \$700,000 for this year was exceeded when funds came in the amount of \$1,498,730.63, plus the additional \$57,170.00 in pledges. Having exceeded our goal for the second year in a row, we intend to continue to seek major gifts in the manner in which we have in the last two years. We no longer utilize the position of Director of Major Gifts and it has been deleted from our structure.

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MAJOR GIFTS DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2004-05

OBJECTIVE

The Major Gifts Department will support the College in securing financial stability and institutional viability by maximizing resource development.

RESULTS

This update reviews Plan Results for the twelve-month period from July 1, 2004 through June 30, 2005.

- The College must receive an average of \$700,000 per year for five years in order to attain the major gifts goal of \$3,500,000 for a five-year period.
- During this reporting period, the President and Vice President for College Advancement, soliciting major gifts, made a total of 522 visits.
- The Plan anticipates the President and Vice President for College Advancement will average a total of eight visits per week. The actual number ended up being just over ten visits per week. The 522 visits yielded a total of \$1,568,584. Additionally, outstanding pledges for the year 2004-05 were secured in an amount of \$50,000.

RESPONSE

The Major Gift goal of \$700,000 was more than doubled with \$1,568,584 including \$50,000 pledged. The total raised was \$1,618,584. Exceeding our goal for the third year in a row indicates that the plan of attack has been successful. We will continue seeking major gifts in the aforementioned manner. The position of Director of Major Gifts is no longer used in our office structure.

BREWTON-PARKER COLLEGE

MAJOR GIFTS DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2005-2006

OBJECTIVE

The Major Gifts Department will support the College in securing financial stability and institutional viability by maximizing resource development.

ACTION PLAN

- The Advancement Staff will solicit and secure major gifts of \$3,500,000 from individual donors over a period of five years.
- Prospective donors will be identified and qualified, scheduled for visits and presented with opportunity to make a gift to the College.
- Visits will be made on a weekly basis as follows: Vice President for College Advancement (5) and Director of Major Gifts (3).

RESULTS

The Director of Major Gifts is no longer a position within the Office of College Advancement. As such, the new Vice President for College Advancement has revolutionized the method of fundraising within the Office of College Advancement. Due to the small number of on-staff professional officers, the department of Major Gifts has been restructured toward a team approach rather than an isolated sales philosophy. Identification, research, and solicitation of prospective major gifts donors is no longer limited to the Vice President for College Advancement and President.

RESPONSE

All advancement officers will continue to work together to research, identify, qualify, and solicit major gifts. The President will continue to work with the advancement officers as needed to ensure success in obtaining major gifts.