



seeing the IMPACT we can make Campus Campaign '09

Title of entry: IU East Campus Campaign 2009 – “Seeing the Impact” - faculty & staff campaign

Category number and title: #9a. *Best Practices, Fundraising, 2,999 FTE or fewer*

Institution: Indiana University East

Contact information: Brindy Roosa, Director of Gift Development
Indiana University East
2325 Chester Blvd, Springwood Hall 103N
Richmond, IN 47374
765-973-8331
broosa@iue.edu

Name of all individuals responsible for entry:

Brindy Roosa, Director of Gift Development

General description of the entry

The Campus Campaign 2009 faculty & staff annual giving campaign. We had not held a campus campaign in a few years and after putting a committee together we developed a plan of action and timeline to run an extremely successful campus campaign. Our four-week long campaign kicked off with an email from the IU East Chancellor on March 30th as well as a hand delivered personalized packet with a specialty candy bar. Throughout the campaign we offered weekly door prizes and contests and finished with an ice cream social celebration on May 5th. Faculty and students were engaged and empowered to do more and we had a group that taped their own YouTube videos while on a trip to Utah to encourage faculty and staff to give to the campus campaign. IU East Chancellor Paydar established a “Chancellor’s Challenge” and made a gift for every employee contribution made. This was a wonderful incentive for faculty and staff as many gave because of this match opportunity.

Goals and objectives of the project

The IU East campus had not had a campus campaign since the fall of 2006 and the previous campaigns had never had more than a 27% participation rate among faculty and staff. Our goals and objectives of this project were to reach 100% participation among faculty and staff while also having fun. We wanted our faculty and staff to take pride in IU East and invest in the future of our growing campus. We didn’t

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set an overall financial goal because we wanted faculty and staff to feel comfortable making a gift at whatever level they were comfortable with. Another goal was to have a strong committee with at least one representative from each building and school.

Description of how project fits into overall institutional and/or advancement goals

The 2009 Campus Campaign was extremely important to our overall institutional and advancement goals as we wanted to send a strong message to our donors, alumni and community that fundraising starts with us. When our faculty and staff are willing to make a personal financial contribution, it provides a strong motivation to our alumni and friends in the community to also invest in IU East. A result of the huge success of this campaign led to more involvement from alumni and other donors and we are on pace to achieve 100% participation from our IU East Alumni Association board.

Audience

The audience for this campaign was IU East faculty and staff.

Total number of professional and support staff who worked on the program

9 total professional and support staff

Carla Bowen, Support Staff, School of Education – committee member
Mary Jo Foster, Support Staff, School of Natural Science and Mathematics – committee member
Mary Humphries, Faculty, School of Nursing – committee member
Brindy Roosa, Professional Staff, Director of Gift Development – committee member
Rob Tolley, Faculty, School of Humanities and Social Sciences – committee member
Diana Uhlman, Professional Staff – Center for Teaching and Learning – committee member
Lisa Weireter, Support Staff, Administrative Secretary, Academic Affairs – committee member
Susanna Tanner, Graphic Design, Communications and Marketing
Aaron Hill, Web Development Specialist

Program budget and unit costs

Total costs for this campaign - \$4,000 – this included all printed materials, IU East pen given to all donors, and an ice cream social celebration at the end of the campaign. We had over forty prizes (valued at over \$500) donated for our weekly drawings as well.

- \$1,750 – IU East pens
- \$ 300 – Ice cream social wrap up
- \$ 200 – Candy bars for kick off
- \$1,750 – printing of materials and thank you cards

Any special circumstances or challenges faced

We had not had a faculty/staff campaign in over three years so we needed to re-educate faculty and staff on the importance of giving back to IU East.

Documented results, measurements of effectiveness

Ninety-five percent of faculty and staff made a contribution during the 2009 Campus Campaign, setting a new participation record for the faculty/staff campaign. This year the IU East family made 220 gifts totaling more than \$32,000 to benefit the campus. Employees were able to direct their contributions to any area of IU East that inspired them, including scholarships, academic programs, and special projects such as campus beautification. One of the newly created accounts in which faculty and staff could contribute was the Chancellor's Choice Campus Beautification and Arts Initiative and over \$7,000 was directed to this initiative. This support by faculty, staff and Chancellor Paydar lead to a \$50,000 match gift by President McRobbie and IU to support this initiative. During a reception for Chancellor Paydar (an event that replaced a traditional installation ceremony), President McRobbie commented during his formal remarks that "It is fair to say that Chancellor Paydar has brought a feeling of renewed energy to the IU East campus. It may be measured in the unprecedented support for this year's campus campaign, to which 95% of faculty and staff contributed." The match gift will enable IU East to visit with community leaders, alumni and donors to raise additional funds for Campus Beautification and Arts Initiative.

The campus campaign was a huge success and far surpassed any faculty/staff campaign that IU East has ever had. We had many new donors to the IU East through this campaign and the faculty/staff appreciated all the gift options (accounts) that were made available to them. We received a lot of great feedback from faculty and staff and many commented on the "fun" factor of the campaign from the personalized candy bars to kick off the campaign and the "eyes" contest to the IU East pen/thank you postcard. Every donor received a thank you from the committee and thank you letter from Chancellor Paydar. The IU Foundation also recognized the success of this campaign by highlighting our story on the IU Foundation website home page and in the most recent monthly newsletter from IU Foundation President, Gene Tempel.

We had a strong committee with representatives from each building. The committee hand delivered each packet and also hand delivered the thank you gifts to each faculty/staff member as well. The committee had a wrap up meeting in June and have already committed to being on the committee again for the 2010 campus campaign.