

2009 Pride of Case V Awards Program

Title of entry

Materials for conclusion of comprehensive campaign, Innovation and Opportunity – The Campaign for Oakland University

Category number and title

13. Best Capital/Comprehensive Campaign - FD

Institution

Oakland University

Name and contact information for individual submitting entry

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Names of all individuals responsible for entry

Susan Davies Goepf, vice president for University Relations

Katie Groves

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Laura Mutz

Robert Saunders

Tracy Utech

General description of the entry

Inform audiences and encourage giving in the home stretch of the comprehensive campaign.

Additional communications and celebration event materials created to thank and recognize donors for their campaign contributions as part of the campaign wrap-up celebration events.

Goals and objectives of the project

- Maintain momentum from the \$100 million milestone celebration (fall 2008) through the home stretch of attaining the campaign goal (spring 2009)
- Plan and prepare for celebration events in spring 2009 that inspire attendees and engender a sense of campaign pride
- Thank and recognize donors and advisory board members at campaign celebration events
- Generate positive exposure in the media through campaign wrap-up announcement
- Involve students in campaign wrap-up celebration events to share firsthand impact of scholarship gifts
- Lay the groundwork for the next campaign

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

The campaign gives voice to the institutional vision as articulated in the campaign case statement and in communications materials. President's Campaign Council members were involved in shaping the goals and priorities of the campaign which in turn supported the vision goals of the institution.

Audience

Wide-ranging, from our closest/prominent donors, to board volunteers and friends, alumni, faculty and staff, students, the media.

Total number of professional and support staff who worked on the program; please note the use of freelancers, outside agencies or volunteers

Fourteen, includes staff members from University Relations, Communications and Marketing and Video Services. Freelance writing provided for video script and select stories in the campaign newsletter.

Program budget and unit costs where applicable. Do not include staff salaries or postage in calculating total cost and cost per unit.

	Cost	Quantity
Campaign newsletter	\$4,749	5,000
OU Magazine	\$89,079	81,044
Ad campaign	\$15,625	3, full page, color
Campus-wide Celebration		
Food and beverage	\$3,624	400
Décor	\$305	10 tabletops
Student newspaper ad	\$1,010	1
Video presentation	\$500	
Photography	\$311	
Campus flyers	\$781	2,000
Banners	\$45	3
Donor Gala Celebration		
Flowers, linens, décor	\$4,979	15 tabletops
Lighting and draping	\$4,500	
Catering, wait staff, reception linens, alcohol	\$17,427	175
Band	\$2,400	
Valet and tent	\$995	130
Golf cart rental	\$650	4
Photographer	\$607	
Guest gifts	\$2,086	175
Save the date card	\$1,117	1,800
Invitation	\$4,223	1,800
Program books	\$2,698	300
Video production and presentation	\$5,675	1
Corporate plaques and donor society jewelry	\$13,406	58
Photos for use in video/slideshows	\$513	50
Banners	\$1,491	2
Gifts – President’s Campaign Council	\$1,051	22
Ticket revenue	\$15,000	100

Any special circumstances or challenges faced

Communicating the impact and effectiveness of the campaign in a meaningful way for donors, achieving favorable attendance to the ticketed donor gala celebration event.

Documented results, measurements of effectiveness

Oakland University reached its campaign goal of \$110 million by 2010 by raising \$111,843,187.93 as of March 31, 2009, one year ahead of schedule. In the final home stretch of the campaign the university raised the remaining \$11 million needed to reach our goal. Hundreds of donors, students, faculty and staff attended the campaign wrap-up celebration events. Student speeches and video testimonials were extremely moving and impactful. Media coverage of the campaign's conclusion was positive and conveyed Oakland's ability to conduct a successful campaign, in turn engendering confidence in the minds of future potential donors for the next campaign.