WHAT IS OUR CAMPAIGN PATHWAY?

16-17
• Feasibility & Planning
• Campaign Committee Recruitment & Case Development

17-18
• Cornerstone Gift Requests Begins: Individuals & Foundations
• Board of Regents Campaign
• Dedications and Celebrations!

18-19
• Cornerstone Gift Requests Continues
• Faculty & Staff Campaign
• Corporate and Foundation Giving
• Dedications and Celebrations

19-20
• Planned Giving/Legacy Campaign
• Alumni Campaign Organization
• Dedications and Celebrations

20-21
• Alumni Campaign Outreach
• Centennial Planning

21-22
• Centennial Celebration
• Campaign Celebration
• Donor Recognition

MSU Texas
BOUNDLESS OPPORTUNITIES
EXTRAORDINARY INVESTMENTS

Support for MSU Texas Campaign Pillars
Creating access to education and Boundless Opportunities: 40 Priddy Scholars
Creating a new opportunity for students:

Agribusiness Concentration
ENHANCING TEACHING AND LEARNING

Providing best in class instruction: Prothро Piano Fund
ENHANCING TEACHING AND LEARNING

Promoting Faculty Excellence:
The Fain Professorship in Fine Arts
INVESTING IN OUR CAMPUS AND OUR COMMUNITY

Bridwell Activities Center
Cannedy Greek Commons
Bryant Edwards Facilities Administration Building
INVESTING IN OUR CAMPUS AND OUR COMMUNITY

Bolin Hall Renovation

*identified as a priority by MSU community during 2016 Campus Focus Groups and Surveys
TAKEAWAYS #1

• Much success came from a few extraordinary gifts to launch this first phase of the campaign.

• Significant effort over the past year to present personalized, professional case for these cornerstone gifts – we set our sights high for MSU – and donors responded!

• Final gift amounts were often higher than initial donor indications, demonstrating the power of engaging donors with the right projects, in the right way, at the right time.

• It has been a year of heavy lifting – thoughtful proposals, strategy development, presentations, negotiations, and gift agreements to yield campaign success.
TAKEAWAYS #2

• Success of past year will **bolster future campaign giving** across all constituent groups.

• We will set realistic goals that focus on **LONG RANGE sustainability** of donor engagement and pipeline development.

• As we move further into the campaign and reach out to alumni and community members, we will pay careful attention to:
  – # of new donors
  – increased levels of giving
  – securing multi-year pledges at all levels.

This is how we build our advancement program.
We have a plan and have executed it carefully against our campaign strategy.

It has required a steady focus, hard work and redoubling fundraising efforts with limited resources.

We have professionalized every area of our program.

The results are solid.

MSU Texas is providing **Boundless Opportunities**.