

BOUNDLESS OPPORTUNITIES

# **MSU TEXAS** BOUNDLESS OPPORTUNITIES

#### **Comprehensive Campaign Update**

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# WHAT IS OUR CAMPAIGN PATHWAY?

Feasibility & Planning

16-17

17-18

18-19

19-20

20-21

21-22

- Campaign Committee Recruitment & Case Development
  - Cornerstone Gift Requests Begins: Individuals & Foundations
- Board of Regents Campaign
- Dedications and Celebrations!
- Cornerstone Gift Requests Continues
- Faculty & Staff Campaign
- Planned Giving/Legacy Campaign
- Alumni Campaign Organization
- Alumni Campaign Outreach
- Centennial Planning
- Centennial Celebration
- Campaign Celebration
- Donor Recognition

- Corporate and Foundation Giving
- Dedications and Celebrations
- Dedications and Celebrations





#### Support for MSU Texas Campaign Pillars









Creating access to education and Boundless Opportunities: **40 Priddy Scholars** 



#### **ENHANCING TEACHING AND LEARNING**



Creating a new opportunity for students:

Agribusiness Concentration



### **ENHANCING TEACHING AND LEARNING**



Providing best in class instruction: **Prothro 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.



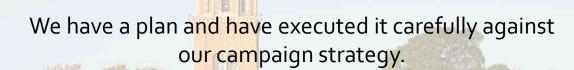
#### TAKEAWAYS #2

- 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.







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.

