



BOUNDLESS OPPORTUNITIES

MSU TEXAS BOUNDLESS OPPORTUNITIES

Comprehensive Campaign Update

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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



EXTRAORDINARY INVESTMENTS

Support for MSU Texas Campaign Pillars

ENRICHING LIVES

The Priddy Foundation
SCHOLARS PROGRAM



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.

FINAL WORD

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.

MSUTexas is providing **Boundless Opportunities**.