A Brief Overview of University Development

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To support the vision of Virginia Tech by generating private resources through the delivery of quality services in a communication-rich environment, characterized by integrity, trust, respect, teamwork, and individual success.
Vice President for Development and University Relations  
(Dr. Elizabeth A. Flanagan)

University Development

Senior Associate Vice President for Development and Principal Gifts  
(Mr. Thimothy G. Corvin)

- Colleges
- Corp. & Foundation Relations
- Gift Planning
- Regional Programs
- University Programs
- VT Carilion School of Medicine

Associate Vice President for Advancement Services  
(Ms. Rhonda K. Arsenault)

- Annual Giving
- Business Operations
- Development Research & Info.
- Donor Relations
- Gift Accounting
- Special Events
- Systems Admin & Technology

University Relations

Associate Vice President for University Relations  
(Mr. Lawrence G. Hincker)

- Development Communications
- Marketing & Publications
- News & Information
- Visual & Broadcast
- VT Carilion SOM & RI
- Web Communications
- WVTF Public Radio Station
- Ag. & Extension Communications
What Exactly Does University Development Do?

• We raise funds to support the mission of the institution
• We match donor interests with needs of the organization (Donor-Driven)
• We build the donor base AND raise funds
Who Gives? (Our Database of Prospects and Donors)

- **Individuals (Persons)**
  - Alumni
  - Friends
  - Parents
  - Faculty/Staff

- **Non-Persons**
  - Corporations
  - Foundations
  - Other Organizations
Virginia Tech Sources of Gifts

FY2013: $90M

- Alumni/Students: 42.41%
- Friends: 24.53%
- Corporations: 18.74%
- Foundations: 6.58%
- Other Organizations: 2.54%
- Faculty/Staff: 3.05%
- Parents: 2.42%
Most of the dollars given by a small percentage of donors
Types of Giving

- Annual Fund
- Major Gift ($50,000+ for Virginia Tech)
- Ultimate/Planned Gift
Why Do Donors Give?

“Donors don't give to institutions. They invest in ideas and people in whom they believe.”

-- G.T. Smith

“In good times and bad, we know that people give because you meet needs, not because you have needs.”

-- Kay Grace
University Development
The Development Cycle

Identification
(Field Research)

Cultivation

Solicitation

Stewardship
What is a Campaign?

“Fund-raising campaigns for educational institutions, often referred to as capital or comprehensive campaigns, are a means by which institutions intensify for a finite period their continuing efforts to raise money.”

-- CASE Management & Reporting Standards
History of Campaigns at Virginia Tech

- **Campaign for Excellence**
  - 1984 – 1986
  - Goal: $50M/$118M Total

- **Campaign for Virginia Tech**
  - Goal: $250M/$337M Total

- **The Campaign for Virginia Tech: Invent the Future**
  - 2003 – 2011
  - Goal: $1B/$1.112B Total
Questions?