Texas State University-San Marcos
University Advancement

Annual Review of University Plan
3/26/09
Reed Parr Room
Mission

• Build and Maintain Relationships
• Raise Funds
• Foster Communication

Future

Build an infrastructure providing a long-term and effective advancement program that builds and sustains a legacy of giving.
<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Dollar Amount of Gift</th>
<th>Change</th>
<th>Average Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY06</td>
<td>$15,867,219</td>
<td></td>
<td>$736.98</td>
</tr>
<tr>
<td>FY07</td>
<td>$26,133,723</td>
<td>6.4%↑</td>
<td>$1,445.29</td>
</tr>
<tr>
<td>FY08</td>
<td>$25,827,258</td>
<td>0.1%↓</td>
<td>$1,402.13</td>
</tr>
</tbody>
</table>
### Donors per Fiscal Year

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Donors per Fiscal Year</th>
<th>Change</th>
<th>Average Gift per Donor</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY06</td>
<td>11,588</td>
<td></td>
<td>$1,369.28</td>
</tr>
<tr>
<td>FY07</td>
<td>8,570</td>
<td>2.6%↓</td>
<td>$3,049.44</td>
</tr>
<tr>
<td>FY08</td>
<td>8,212</td>
<td>0.4%↓</td>
<td>$3,145.06</td>
</tr>
</tbody>
</table>
Advisory Councils
In All Colleges
Pre-Campaign

Silent Phase

Building a Case
Case Statement
Pride *in* Action Pillars

- **Academic Excellence**
- **Alumni**
- **Athletics**
- **Library**
- **Performing Arts**
Pride in Action Leadership

COMMITMENT

Texas State University-San Marcos
President's Council
(PRIDE in ACTION Core Leadership)
3/24/09

Linda and Jerry Fields Co-Chairs
Denise Truth President

Patti Harrison Performing Arts
Bonnie Longcope
Craig Howell
Jane Smith
Powers Bookie

Gloria and Bruce Ingram Academic Excellence
Pat and Damarion Munn
Ken and Verena Wilson
Terry and Verna Westbrook
Bill Potts
Steve Gregg
Nancy May
Kathy and Richard Patett

Darren B. Casey Rusty Phillips Athletics
Mike Bowman
Wayne (Cotton) Carlson
John Schott
Bruce Smith

O.C. Haley Rich Durand Alumni Center
Robert Cotner
Ron Mitchell
Cathy Suppe Library
Networking

Discover Texas State

Save the Date
Discover Texas State
April 24, 2009 • 9 a.m. – 2 p.m.

Join Texas State friends for an intimate campus visit that will be tailored to meet your own interests.

• Learn about recent accomplishments that have gained Texas State national attention.
• Meet with university leaders and see campus improvements that will take Texas State to greater heights.

“Even though I live in San Marcos and thought I was up to date on the University, I took a walking tour during the last Discover Texas State event and was amazed at what I discovered. The growth of the campus and the plans for its future were more than what I ever thought. All Texas State alumni should attend a Discover Texas State event. It will give you a chance to walk down memory lane and to see the greatness that our University has achieved and the greatness yet to come.”

—Dr. Richard (Rusty) Phillips, Jr.
San Marcos

Details to follow in early spring. Call 512.245.2396 with any questions.
Hillviews

Strategy

• Image
• Content
• Distribution
From the Hill

Distribution of 40,000 to:
• Alumni with Email Addresses
• Donors
• University Administration
• Faculty Senate

http://www.ua.txstate.edu/Office-development/From-the-hill.html
University News
Weekly Report
## Annual Giving

<table>
<thead>
<tr>
<th>Calling Program</th>
<th>FY 07</th>
<th>FY 08</th>
<th>FY 09*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number Solicited</td>
<td>16,323</td>
<td>21,769</td>
<td>21,031</td>
</tr>
<tr>
<td>Number of Donors</td>
<td>1,406</td>
<td>1,943</td>
<td>1,790</td>
</tr>
<tr>
<td>Dollar Amount Raised</td>
<td>$137,290</td>
<td>$160,763</td>
<td>$147,790</td>
</tr>
</tbody>
</table>

Reach for the Stars

THEN
University Fund Drive
- Manual System
- Labor Intensive

NOW
Reach for the Stars
- On-line
- Streamlined
- Includes State Employee Charitable Campaign
## Reach for the Stars

<table>
<thead>
<tr>
<th>Reach for the Stars</th>
<th>FY 07</th>
<th>FY 08</th>
<th>FY 09*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Employees</td>
<td>2,628</td>
<td>2,712</td>
<td>2,863</td>
</tr>
<tr>
<td>Number of Donors</td>
<td>1,042</td>
<td>1,250</td>
<td>1,213</td>
</tr>
<tr>
<td>Participation Rate</td>
<td>40%</td>
<td>46%</td>
<td>42%</td>
</tr>
<tr>
<td>Dollar Amount Raised</td>
<td>$271,359</td>
<td>$318,229</td>
<td>$211,563</td>
</tr>
<tr>
<td>Average Gift</td>
<td>$165</td>
<td>$255</td>
<td>$174</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>State Employee Charitable Campaign</th>
<th>FY 07</th>
<th>FY 08</th>
<th>FY 09*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Employees</td>
<td>2,628</td>
<td>2,712</td>
<td>2,863</td>
</tr>
<tr>
<td>Number of Donors</td>
<td>32</td>
<td>66</td>
<td>68</td>
</tr>
<tr>
<td>Participation Rate</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Dollar Amount Raised</td>
<td>$6,549</td>
<td>$10,114</td>
<td>$14,839</td>
</tr>
<tr>
<td>Average Gift</td>
<td>$205</td>
<td>$153</td>
<td>$174</td>
</tr>
</tbody>
</table>

Stewardship

Recognition:

- **Heroes** – gifts of $1 million or more.

- **President’s Associates** - the premier giving society of Texas State University-San Marcos.

- **Guardian Club** - an honor club for individuals who acknowledge estate gifts to the university during their lifetimes.
Distinguished Alumni
Community Relations

Pack It Up and Pass It On

Campus Awareness Tours

Adopt a Neighborhood

Tailgating
Future
Build an infrastructure providing a long-term and effective advancement program that builds and sustains a legacy of giving.