



Tom Jennings, Ph.D.
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FLORIDA STATE UNIVERSITY



Raise the Torch Overview

- July 1, 2010-June 30, 2018
- Goal \$1 billion
- Advancement DSOs:
 - FSU Foundation, Seminole Boosters, Alumni Association, Real Estate Foundation
- Other Fundraising Entities
 - Ringling Museum, Research Foundation





Campaign Timeline and Goal

Campaign total as of 9/30/16:

\$938,972,249

% of campaign goal: 94%

% of time elapsed: 78%

Campaign Timeline: July 2010 – June 2018



Campaign Timeline and Goal

Campaign total as of 3/27/17:

\$???,???,???

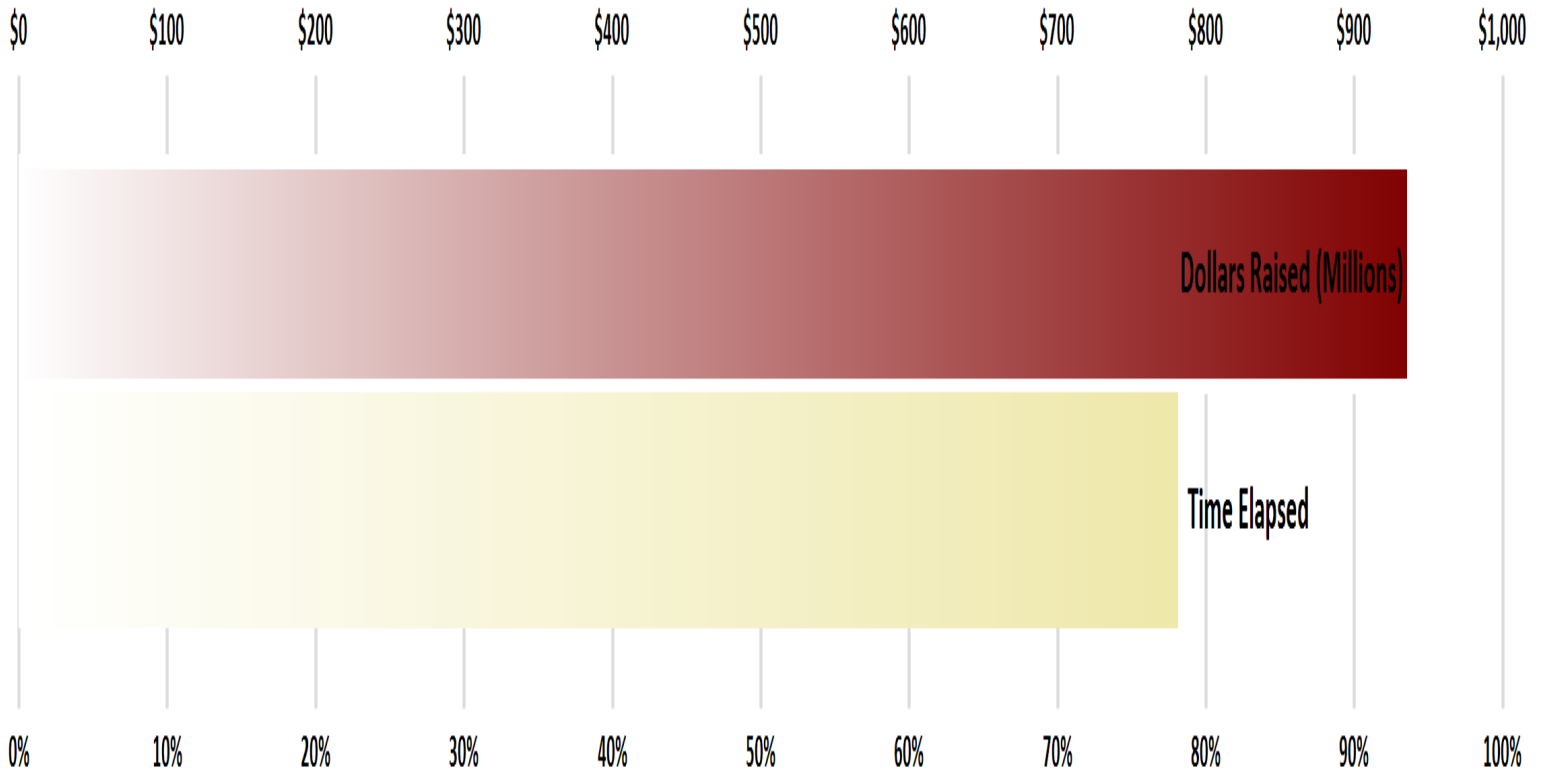
% of campaign goal: ??%

% of time elapsed: 84%

Campaign Timeline: July 2010 – June 2018



Campaign Progress





The Finish Line is in Sight...

- | | |
|--------------|--|
| Dec. 2015: | \$100 million gift commitment |
| Spring 2016: | Explored idea of raising goal |
| Fall 2016: | Stopped messaging \$\$ total |
| Spring 2017: | Will achieve billion dollar goal; Focus marketing on 2 priorities; Continue unit fundraising |
| June 2018: | Campaign ends |
| Sept. 2018: | Campaign Celebration |





Florida Universities: 2016 contributions

(Cash or Cash Equivalents)

- Florida \$244 million
- Miami \$236 million
- FSU \$75 million
- USF \$45 million
- FIU \$28 million
- UCF \$22 million

Source: the Council for Aid to Education



FSU'S
GREAT GIVE

March 30–31, 2017



2016

- Received \$208,549 (+28% over '15)
- 1729 donors (+40% over '15)

2017

- Received \$309,387 (+48% over '16)
- 2,342 donors (+35% over '16)



FSU Foundation

- Mailed 995 Endowment Reports to Donors
- Successful Database Security Testing
- Recent Donor Events:
 - Naples, JAX, Coral Gables, & Ft. Lauderdale
 - February 23 - Westcott Society Luncheon
 - March 24-25 - Women for FSU's "Backstage Pass"
 - March 30-31 – "Great Give"





Real Estate Foundation



- New Staff Position to focus on donor solicitations and securing gifts of real estate.
- Acquired key properties at College/Copeland
- Continue to refine and enhance Southwest District Plan
- Ongoing due diligence of strategic properties



Seminole Boosters

- Fundraising
 - Exceeded campaign goal with over \$300M in gifts and pledges
 - Very Successful FY 16
 - April 7-9 FSU Spring Weekend/Board Meeting
 - Spring Tour Dates: March 11-June 3rd
 - Throughout Florida + NYC and Louisville





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