

Fundraising Update for NIU Board of Trustees



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FY20 plan

- \$25 million in total philanthropy
- Achieve milestone of \$22.5 in scholarship campaign (total goal of \$50m)
- Achieve \$1m for Day of Giving
- Possible merger of NIUAA and NIUF



Campaign

- Campaign Readiness Assessments fall/spring
- Identification of priorities spring/summer
- Feasibility study - fall
- Launch of quiet phase – tentatively first quarter 2021



Impact of COVID-19

Fundraising:

- Day of Giving postponed
- Donor proposals cancelled or deferred
- Overall anticipated philanthropic impact in FY20
 - **\$11 million in lost revenue**

Campaign planning:

- Readiness Assessments completed
- Priorities identification – paused
- Feasibility study – on hold
- Campaign launch – on hold



Results through 5/30

- Total philanthropy
 - \$14,385,000 (57% of goal)
- Cash
 - \$7,042,000 (58.7%)
- Activity
 - 600 visits on goal of 1000 (60%)



Some good news

- Student Emergency Fund
Through 5/30 = \$184,696 from 460 donors
- Estate/Planned giving continues
Gift of \$1.3m in June
- CLAS achievement
\$3.81m raised on goal of \$3.47



Lessons Learned

- High level of engagement with donors during “quarantine” – new, effective way of working
- We’ve reached new alums and prospective donors, previously elusive
- Virtual events, like Founders Forum, are effective



Looking Ahead – national trends

- Philanthropic revenues took a BIG hit—declines likely to continue through 2020
- Small and mid-sized gifts may suffer in the near-term, though the biggest drops may come at the top of the pyramid
- Visits may bounce back next year, but the current cultivation drop-off will continue to impact proposals
- New campaign launches are delaying, institutions already in campaigns are seeing delays in reaching their major milestones

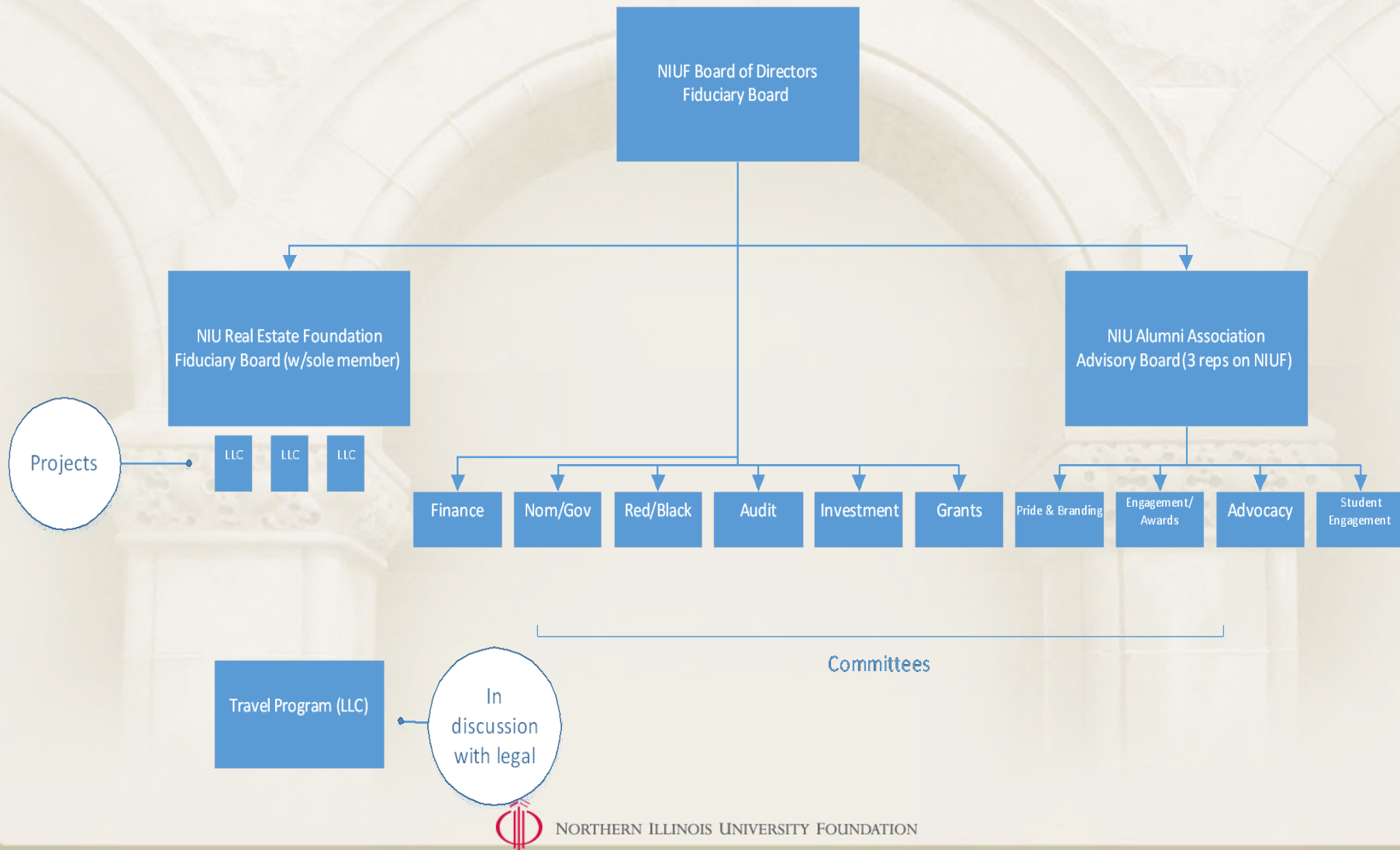


Looking Ahead – for NIU

- Pipeline is strong, team motivated
- Small and mid sized gifts continuing
- Major gift conversations resuming
- Merger effective, July 1



Adjustments



Adjustments

Expanded toolkit:

Virtual events

Virtual engagement

Communications



Campaign Planning

- Extend our timeline to allow university priorities to crystallize
- Push back the feasibility study and campaign launch to allow for the return of in-person events and peer-to-peer fundraising – possibly through 2022.
- Readjust messaging and solicitations to be sensitive towards emerging hardships for prospects, donors, and alumni that may restrict participation
- Finalize new fundraising initiatives focused on direct student support, even a mini-campaign



Listen and analyze

- Who are our loyal donors and what percent of our revenue do they make up?
- Have there been any significant changes in donations from our trusted top donors?
- What are we hearing from our major gift officers when it comes to their donors and prospects?
- Are our metrics flexible enough to keep gift officers motivated to cultivate donors?



Huskies United

Huskies United Fund

Student Scholarship Fund

Student Emergency Fund

Diversity, Equity and Inclusion



NORTHERN ILLINOIS UNIVERSITY

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JUNE 24-25