

MEMORANDUM

TO: NWFS Foundation Development Committee

FROM: Ms. Conner Rogers, Director of Development

DATE: July 18, 2024

SUBJECT: Faculty and Staff Campaign

Faculty & Staff Campaign

The purpose of the annual NWFS Faculty & Staff Campaign is to give employees an opportunity to support the college in its mission to provide quality educational programs and services. The campaign will run from August 16th through September 27th.

Fiscal Year	Solicitations	Gifts & Pledges	% Participation	Avg. Gift	Total
2024	310	116	37%	\$383	\$44,848
2023	307	82	27%	\$436	\$35,791
2022	281	99	35%	\$373	\$36,922
2021	291	93	32%	\$372	\$34,638
2020	308	221	72%	\$253	\$55,989
2019	312	157	50%	\$249	\$45,849
2018	323	154	48%	\$224	\$38,240

This year’s concept: Change

A successful annual campaign requires a “Top-Down”/”Inside-Out” approach. Engaging insiders builds a campus culture of philanthropy and sets the tone for fundraising outside of the institution. Our goal is to achieve 100% of employee giving! How are we going to do this?

- Attend Department meetings
- Mail letters to employees
- Kick-off campaign at Convocation
- Email testimonial video from past faculty & Staff Campaign donor
- Wrap-up party with prizes

Last year we invited our Board to participate in our wrap-up celebration by donating door prizes. This generosity was instrumental in the success of last year’s campaign. Keeping with tradition, Newman-Daily Resort Properties has donated a grand prize of a vacation stay! Each board member is encouraged to provide a gift that can be used as door prize during our celebration.