

Fundraising and Campaign Update

Dave Lieb

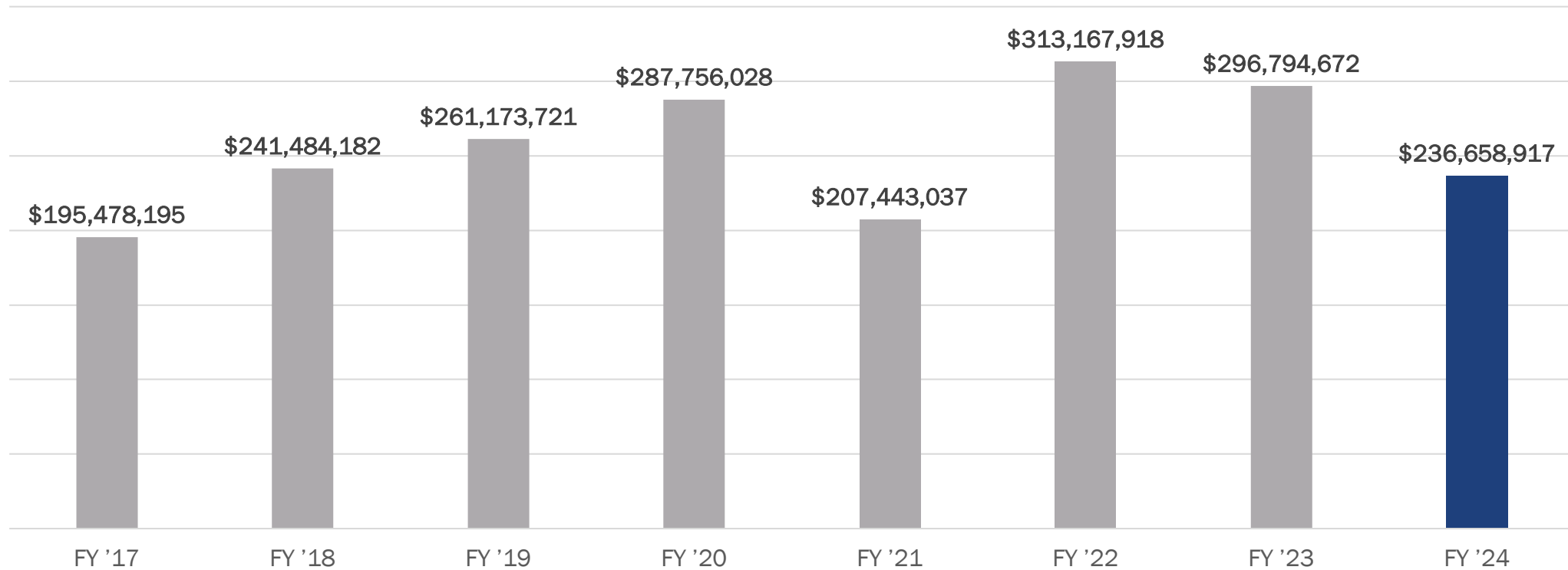
Interim Vice President, Development and Alumni Relations



PennState
University Development

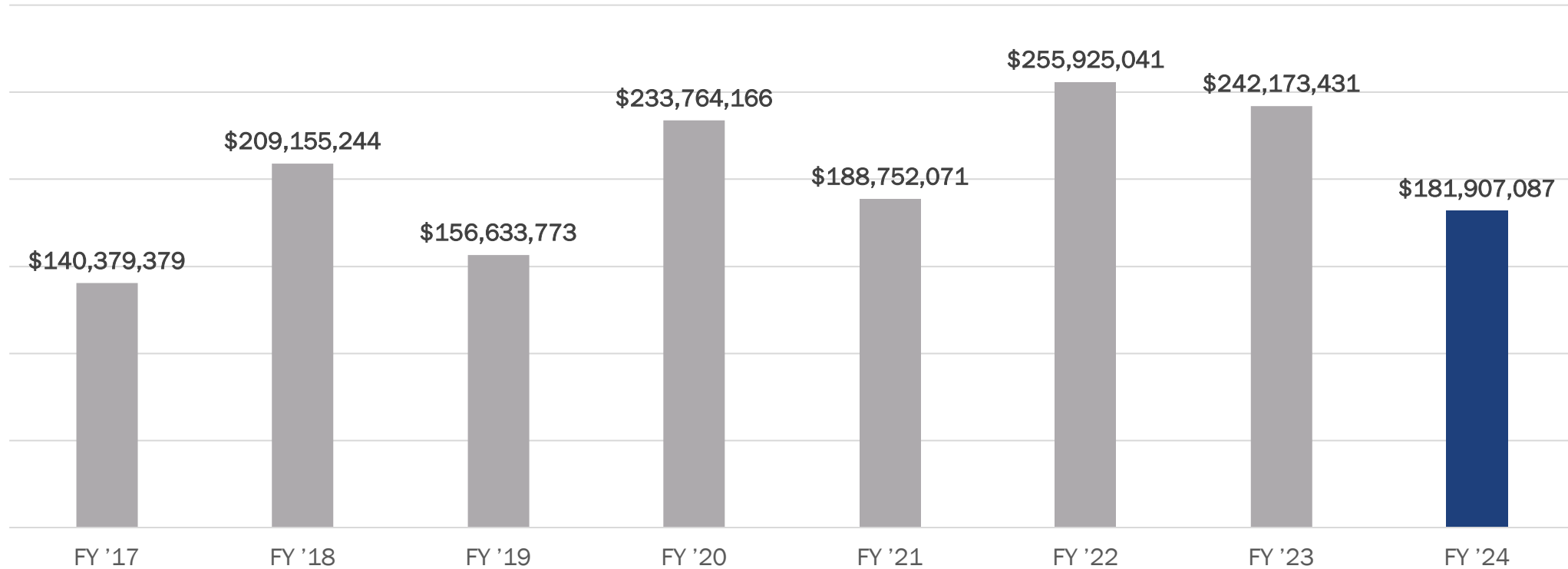
Annual Commitments

Fiscal YTD as of February 29, 2024



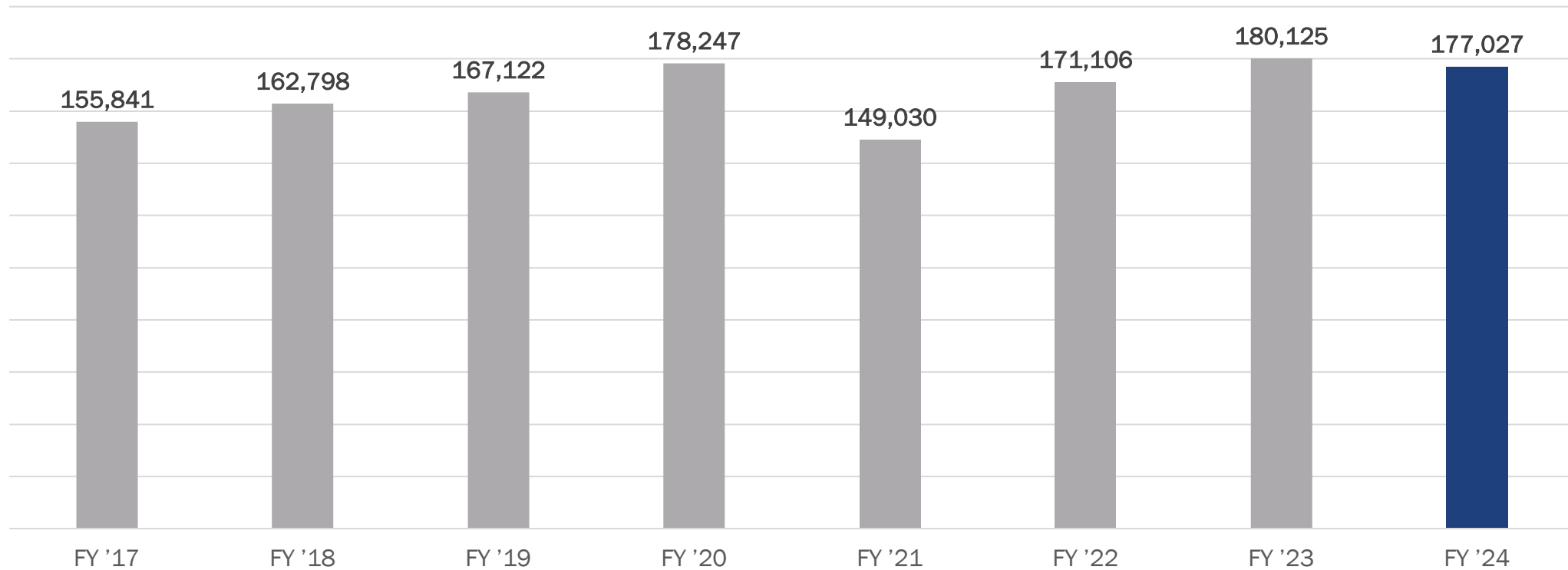
Annual Receipts

Fiscal YTD as of February 29, 2024



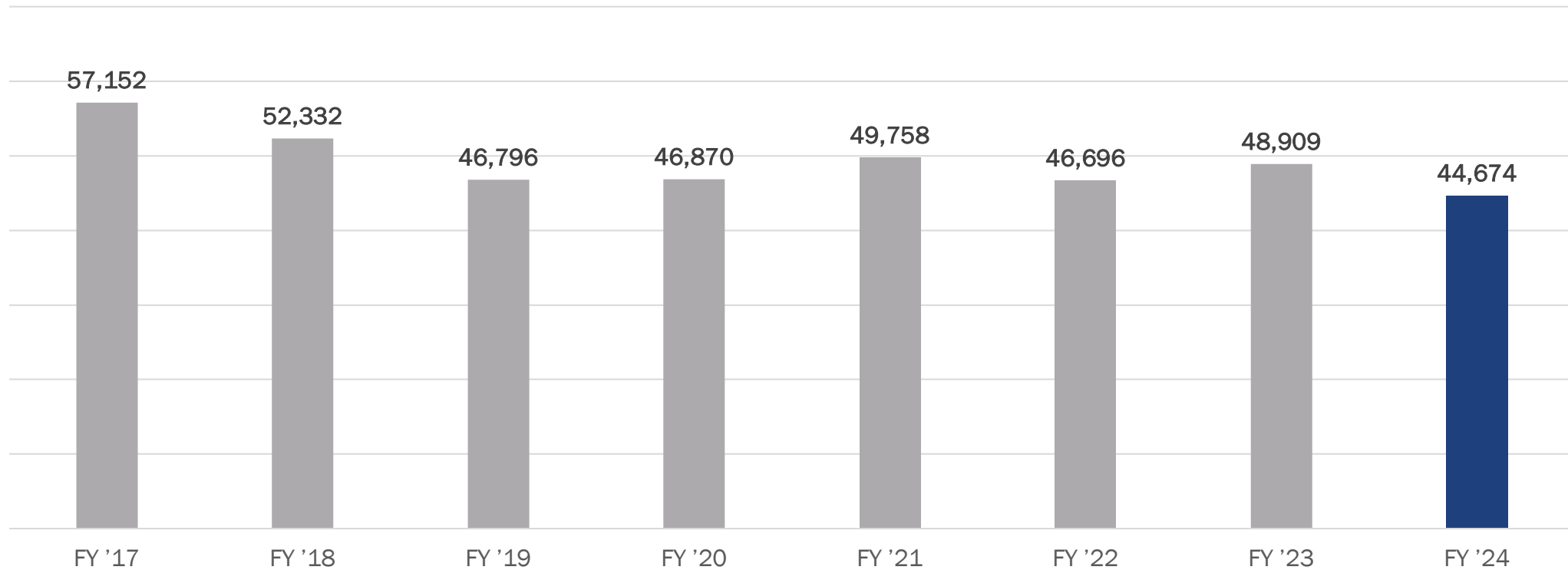
Total Donors

Fiscal YTD as of February 29, 2024

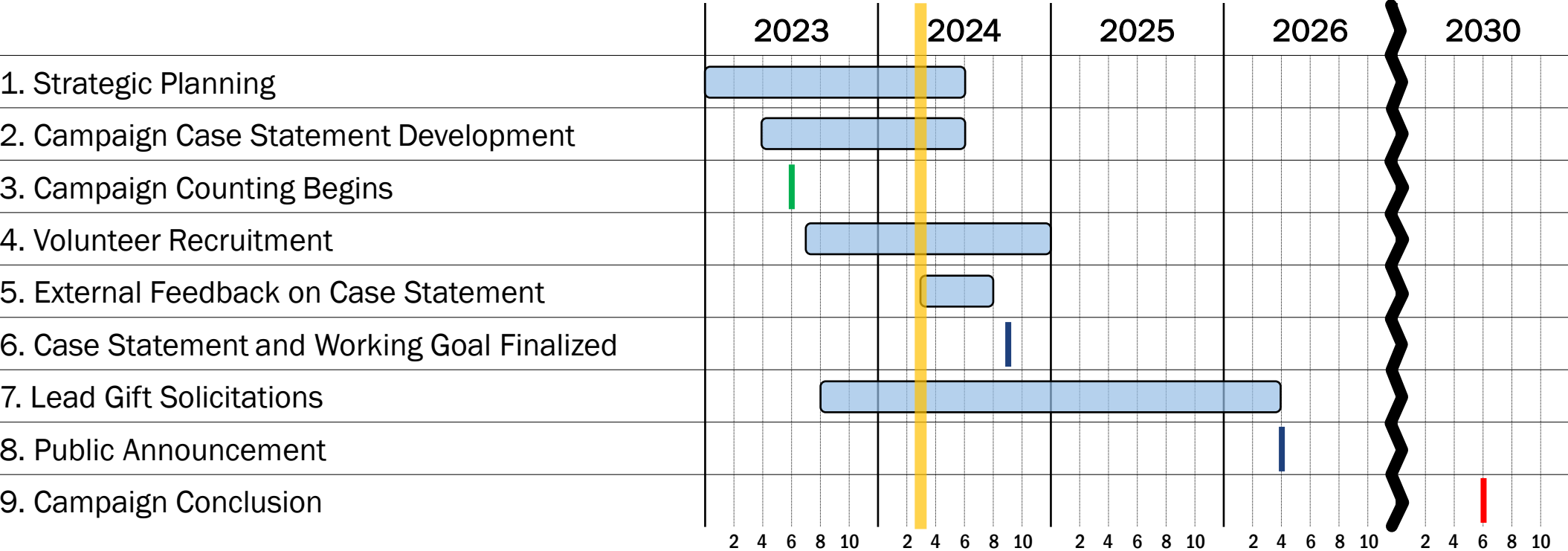


Alumni Donors

Fiscal YTD as of February 29, 2024



Campaign Tentative Timetable



Campaign Priorities

Emerging unit initiatives

- Undergraduate support
 - Scholarships
 - First-generation awards
 - Student success resources
- Faculty support
 - Endowed positions
 - Annually funded awards
 - Graduate and post-doc funding
- Naming opportunities
 - Colleges/Schools
 - Dean's chairs
- Workforce preparedness
 - Global programming
 - AI & emerging technologies

Pipeline Engagement Project

- Machine-learning model scours database for future giving potential over next five years
- Model considers age, contact outcomes, capacity ratings, giving history, and property ownership
- Generates ~4,000 households per year for evaluation
- Three Engagement Annual Leadership Gift officers assigned pools of 700-1000 households per quarter

Pipeline Engagement Project

- Phase I – through June 30, 2024:
 - Selection and implementation of RNL Engagement Center platform software - **complete**
 - Hiring three Engagement Annual Leadership Gift Officers (repurposed positions from within Annual Leadership Gift team) – **in process**
 - Initial outreach to a test pool of prospects – **March through June 2024**
 - Evaluation of results – **July 2024**
- Phase II – Fiscal Year 2024/25
 - Scaling of staffing as determined by evaluation of results
 - Outreach begins to primary prospect pool

Importance of Leadership Philanthropy

- Campaign Leadership Council support
 - Demonstrate commitment of lead volunteers
 - Establish momentum
- Board of Trustees participation
 - Serves as an endorsement of the campaign
 - Lends credibility to the effort
 - Personal outreach from OUD campaign leadership

Board of Trustee Participation

Previous fundraising campaigns

- *Greater Penn State*
 - 60 active Board of Trustees members
 - 91.6% gave during campaign
 - \$14,150,560 cumulative giving
- *For the Future*
 - 70 active Board of Trustees members
 - 81.4% gave during campaign
 - \$37,780,655 cumulative giving



Questions?



PennState
University Development

PennState Alumni Association



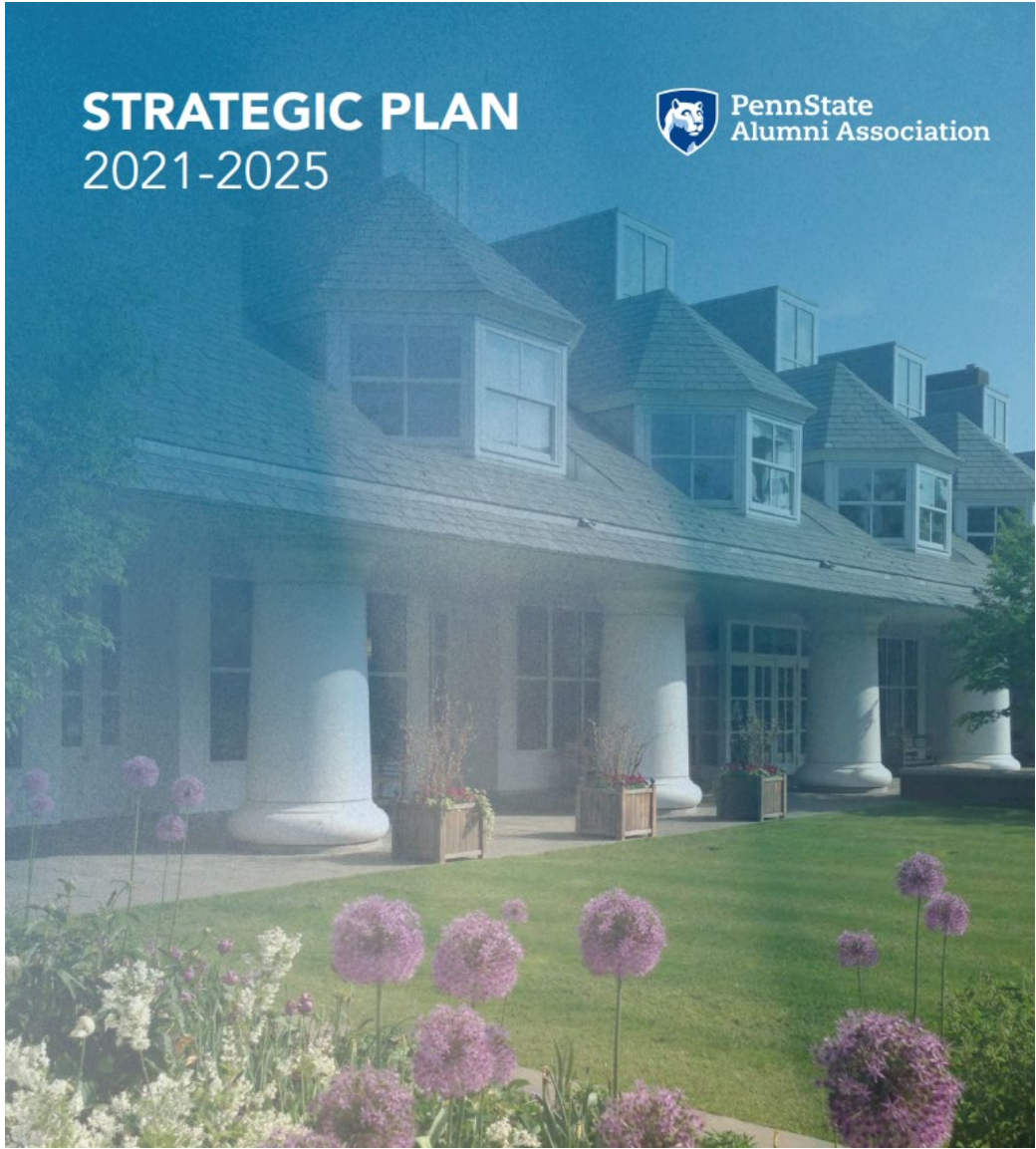
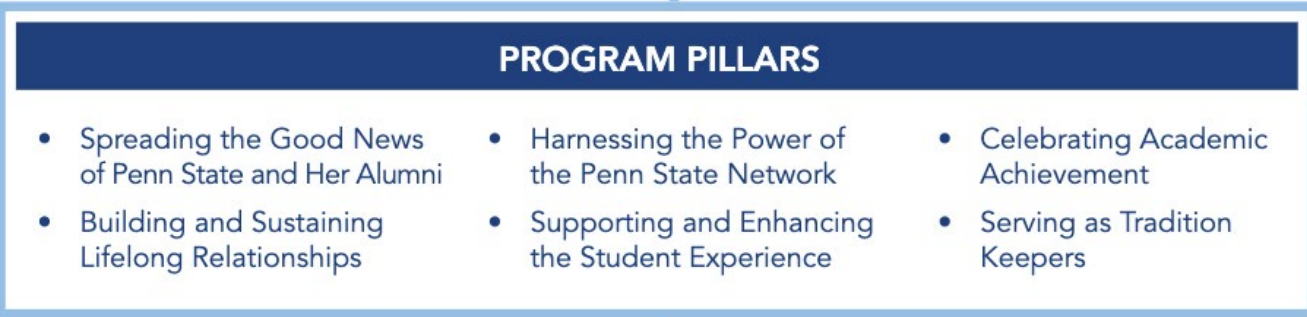
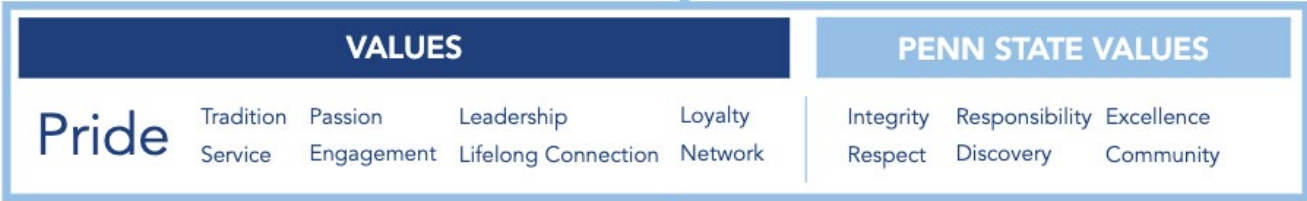
Informational Report on the Penn State Alumni Association

Paul J. Clifford '20g
Chief Executive
March 2024

THE MISSION of the Alumni Association is to connect alumni to the University and to each other, to provide valued services to members, and to support the University's mission of teaching, research, and service.



DIVERSITY STATEMENT: The Penn State Alumni Association is committed to fostering a diverse and inclusive membership, one where all identities, experiences, and backgrounds come together to create a strong and welcoming alumni community representative of the Penn Stators it proudly serves.



STRATEGIC PLAN 2021-2025



A dark blue world map serves as the background for the main content. A vertical white line separates the two columns of text.

775,338
ALUMNI
WORLDWIDE

172,520
MEMBERS




**PennState
Alumni Association**




**PennState
Alumni Association**





PennState Alumni Association

VIRTUAL SPEAKER SESSION



William J. Doan, Ph.D.
Professor of Theatre and Director
Arts and Design Research Incubator




PennState Alumni Association


VIRTUAL SPEAKER SESSION




Nichola D. Gutgold, PhD
Professor of
Communication Arts and Sciences,
Penn State Lehigh Valley



THE PEOPLE OF PENN STATE



PennState Alumni Association



Dr. Khalid N. Mumin
Pennsylvania Secretary
of Education



THE PEOPLE OF PENN STATE



PennState Alumni Association



Brian Kappel
Creative Thinker,
Design Director,
Professional Tinkerer



THE PEOPLE OF PENN STATE



PennState Alumni Association



Sam Coffey
Professional Soccer Player
for the Portland Thorns
and the USWNT

Celebrating Academic Achievement



Harnessing the Power of the Penn State Network

245 GROUPS



3000+ VOLUNTEER LEADERS



65,000+ ENGAGED ALUMNI



Harnessing the Power of the Penn State Network



Harnessing the Power of the Penn State Network

VOTE! ELECT ALUMNI TO SERVE ON PENN STATE'S BOARD OF TRUSTEES

Ballots for the 2024 election of alumni to serve on the Penn State Board of Trustees will be distributed beginning on April 10. Alumni have until May 2 at 9:00 a.m. ET to cast their ballot.

Your voice matters ... and your vote counts!

The election of Trustees by Penn State alumni begins April 10, 2024.

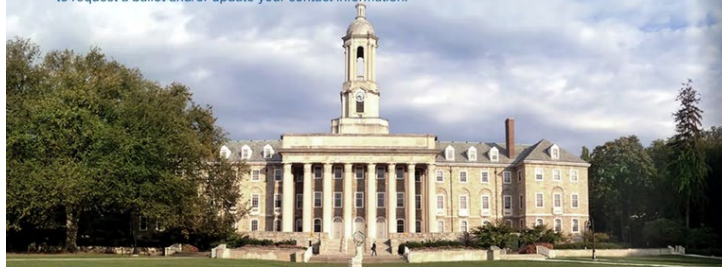
You will automatically receive an election ballot to your email address on file with Penn State, or have the opportunity to access the ballot at PennStateVotes.com if:


- You are a Penn State alumna or alumnus
- You have a valid email address on file with Penn State
- You have not opted out of communications from Penn State

You have until May 2, 2024 at 9:00 a.m. ET to cast your ballot.

What if I don't receive an email or cannot access the weblink?

If you do not receive the election ballot to your email address on file with Penn State, or cannot access the weblink, please check your spam or junk email folders. Further, visit trustees.psu.edu/election to request a ballot and/or update your contact information.



 Penn State Alumni Association

The Penn State Alumni Association encourages your participation.

ADVOCATE PENN STATE PRESENTS

CAPITAL DAY

2024

MARCH 18

STATE CAPITOL BUILDING

IN HARRISBURG FOR THE FIRST TIME SINCE 2022!



 Advocate PennState

Supporting and Enhancing the Student Experience



LION Link

PENN STATE ALUMNI ASSOCIATION LIONLINK

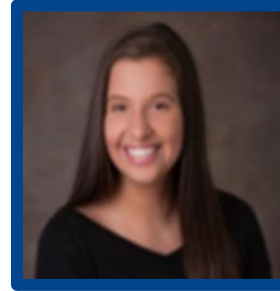
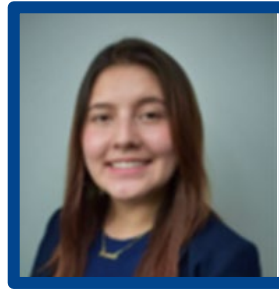
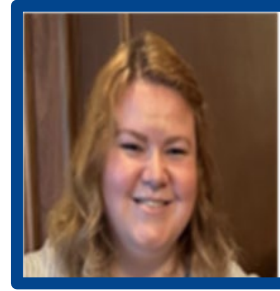
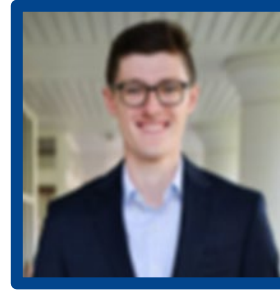
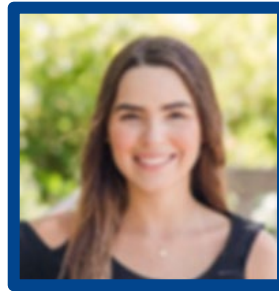
Powering career connections among alumni and students.



LION Link Projects



Young Alumni AMBASSADOR PROGRAM



FastStart

FACULTY/STAFF • ALUMNI
STUDENT • MENTORING TRIAD





2024 SENIOR DAY PRESENTED BY



PennState
Alumni Association





\$300K

support to College
and Campus
Alumni Societies



\$200K

support of
Intercollegiate
Athletics



**Impact Across the
University**

Impact Across the University

\$50K

support of THON

Affiliate Groups generate more than
\$500K annually



451 Student scholarships awarded from affiliate group
endowments with a book value of

\$13.4M

Upcoming Events



March 23



April 8-12



April 25



June 21-22



August 2-4



Fall 2024

Event details at: alumni.psu.edu/events

PennState Alumni Association

