

**Northwest Florida State College Foundation
Development Committee Meeting Agenda**

Tuesday, April 23, 2024 at 8:00 AM
Room 301, Building 400
Niceville Campus

- I. Call to Order
- II. Approval of Minutes
 - a. 1/23/2024 Development Committee Meeting
 - b. 4/17/2024 Alumni Working Group Meeting
- III. 2024 Alumni Awards
- IV. Year-to-Date Fundraising Report
 - a. Total Gifts and Pledges
- V. Annual Solicitations
 - a. Board Division
 - b. President's Circle
- VI. Development Activities Discussion
 - a. Sound the Siren Campaign Update
 - b. Alumni Development Plan
 - c. Annual Fund
- VII. Announcements
- VIII. Adjourn

NWFSC Foundation Development Committee Meeting
January 23, 2024 8:00 am
Room 301, SSC, Niceville Campus

Members Present:

Fran Hendricks
Tyler Jarvis
Don Litke

Jonathan Ochs
Chris Stowers
Alan Wood

Staff Present:

Pinar Archangel
Jennifer Bernich

Conner Rogers
Tara Thomson

Absent:

Teresa Halverson
Gordon King
Tim McCool
Zach McCluskey
Stan Siefke
Cecil Williams

Call to Order:

Mr. Ochs called the meeting to order at 8:08 AM.

Approval of Committee Meeting Minutes:

The minutes from the October 24, 2023 Development meeting were approved as presented. **Motion to approve minutes as presented by Mr. Wood; Second, Mr. Jarvis. Motion carried unanimously.**

New Endowments:

Dixie Ferguson Memorial Endowed Scholarship: The family and friends of the late Dixie Ferguson have pledged gifts totaling \$15,000 to establish the Dixie Ferguson Memorial Scholarship Endowment at Northwest Florida State College. This endowment will provide scholarship support for NWFSC nursing students.

Motion to approve the Dixie Ferguson Memorial Endowed Scholarship for presentation to the Board Mr. Wood; Second, Gen. Hendricks. Motion carried unanimously.

Lars Runar Northwest Florida Symphony Orchestra Endowment: The Lars Runar Northwest Florida Symphony Orchestra Endowment totaling \$250,000 was from the estate of the late Lars Runar. The purpose of this endowment shall be utilized exclusively to support the Northwest Florida Symphony Orchestra, a program of Northwest Florida State College.

Motion to approve the Lars Lunar Northwest Florida Symphony Orchestra Endowment for presentation to the Board Mr. Wood; Second, Gen. Hendricks. Motion carried unanimously.

Lars Runar Arts Endowment: The Lars Runar Arts Endowment totaling \$120,000 was from the estate of the late Lars Runar. The purpose of this endowment shall be to underwrite exhibitions and instruction in the visual arts in the Mattie Kelly Arts Center Gallery, at Northwest Florida State College.

Motion to approve the Lars Lunar Arts Endowment for presentation to the Board Mr. Wood; Second, Gen. Hendricks. Motion carried unanimously.

Use of Funds from Sale of EBS License Sale:

The Development Committee approved allocating the following to the *Raider Legacy Fund* to support the “Sound the Siren” Campaign for presentation to the Board: Placing the proceeds from the sale of the Foundation’s EBS broadband license (\$875,000), the remaining balance of the Innovation Fund (\$216,261.20), and the current balance of the Raider Champions Scholarship Endowment (\$526,288.44).

Motion to approve the Use of Funds from Sale of EBS License Sale for presentation to the Board Gen. Litke; Second, Gen. Hendricks. Motion carried unanimously.

Year-to-Date Fundraising Report:

NWF State College Foundation’s *Continuous Improvement Plan* goal is to increase annual support (gifts, memberships, new pledges, and in-kind donations) to the Foundation, by 5% based on a rolling three-year average, resulting in a minimum of \$1,412,224 raised by June 30, 2023 which is 53.7% of the goal.

Annual Solicitations Report:

Ms. Rogers reviewed the Foundation’s Annual Solicitation report with the Board giving currently at 67% of the 32 Board members (Foundation and Trustees). Presidents Circle gives \$39,500 with 59 donors. She reported that we certified with the State that we raised \$10,154 to be matched 2:1 which brings an allocation of \$20,308 from the State to support first generation students.

Alumni Awards Program:

Ms. Rogers gave an overview of the Alumni Awards selection process as well as detailed how winners are acknowledged.

Sound the Siren Campaign Update:

Mr. Stowers gave an overview of the current status of the campaign.

Other Items:

The next Foundation Board meeting is February 6, 2024 at 8:00 a.m. in Room 301, building 400.

The next Alumni Working Group meeting is April 10, 2024 at 8:00 a.m. in Room 301, building 400.

The next Development Committee meeting is April 23, 2024 at 8:00 a.m. in Room 301, building 400.

Adjournment:

There being no further business, the meeting adjourned at 8:46 AM.

Jonathan Ochs, Development Committee Chair

Date

Chris Stowers, Secretary

Date

NWFSC Foundation Alumni Working Group
April 17, 2024 8:00 am
Room 301, Building 400, Niceville Campus

Members Present:

Tyler Jarvis
Don Litke

Chris Stowers
Stanley Siefke

Staff Present:

Pinar Archangel
Jennifer Bernich

Conner Rogers

Absent:

Teresa Halverson

Call to Order:

The meeting began at 8:09 AM.

2024 Alumni Award Nominations:

Mr. Stowers discussed the Alumni Award nomination process with input on how to improve the nomination process in the future.

After review and consideration of all the applications, the Alumni Working Group reached consensus on the following awards:

Against the Odds: Matthew Dowell

Hometown Hero: Thomas Rice

Rising Star: Bobby Parker

Distinguished Alumni: Erin Tindl Rainey & Dr. Michael Williams

Other Business:

The committee agreed that Mr. Jarvis will present the winners to the Development Committee for approval. They also agreed that the Scholars & Donors Luncheon is the best place to recognize the winners.

Adjournment:

There being no further business, the meeting ended at 8:57 AM.

Jonathan Ochs, Development Committee Chair

Date

Chris Stowers, Executive Director

Date

MEMORANDUM

TO: Development Committee

FROM: Mr. Chris Stowers, Executive Director

DATE: April 23, 2024

SUBJECT: Alumni Awards

The Alumni Working Group, a subcommittee of the Development Committee, met on April 17, 2024 to review the nominations for the Foundation's annual Alumni Awards.

The Foundation received more nominations than in recent years and the group noted that the caliber of nominees continues to rise as well.

After discussing each nomination, the Alumni Working Group has selected the following alumni to be presented to the Development Committee for approval:

Against the Odds

Matthew Dowell

Hometown Hero

Tom Rice

Rising Star

Bobby Parker

Distinguished Alumni

Erin Rainey

Dr. Michael Williams

Recommendation:

The Development Committee approves Matthew Dowell (Against the Odds), Tom Rice (Hometown Hero), Bobby Parker (Rising Star), and Erin Rainey & Dr. Michael Williams (Distinguished Alumni) for presentation to the Foundation Board to be awarded the 2024 Foundation Alumni Awards.

MEMORANDUM

TO: NWFS Foundation Development Committee

FROM: Chris Stowers, Executive Director

DATE: April 23, 2024

SUBJECT: Year-to-Date Fundraising Report

NWF State College Foundation’s *Continuous Improvement Plan* goal is to increase annual support (gifts, memberships, new pledges, and in-kind donations) to the Foundation, by 5% based on a rolling three-year average, resulting in a minimum of \$1,412,224 raised by June 30, 2024. The chart below shows a year-to-date comparison for March 31, 2024 to March 31, 2023, as well as the total amount raised for the prior three years.

Revenue Type	YTD as of 3.31.24	YTD as of 3.31.23	FYE 2023	FYE 2022	FYE 2021
Gifts and Pledges	633,914	514,818	810,911	1,225,312	1,191,253
Memberships	86,450	58,550	58,550	53,775	36,380
Grants	27,250	176,000	276,000	15,975	371,288
Gifts in Kind	131,300	7,713	87,763	50,294	58,737
TOTAL	878,914	757,081	1,233,224	1,345,356	1,657,657
FY 2024 Goal	1,412,224				
Percent to Goal as of 12.31.2023	62.2%				

Bequest: \$370,000

MEMORANDUM

TO: NWFS Foundation Board Development Committee

FROM: Conner Rogers, Director of Development

DATE: April 23, 2024

SUBJECT: Annual Solicitations Report

Board Division

Board participation in the Annual Fund creates and reinforces a culture of giving that is not attainable by volunteering alone.

Foundation Board and Trustee Gifts and Pledge Payments

	FY 2024 YTD	FY 2023 Total	FY 2022 TOTAL
Total Board Prospect Base	32	32	35
Division Goal	100%	100%	100%
Number Gifts and Pledges to Date	26	30	35
Percent of goal	81%	94%	100%
Number of Board Members Remaining	6*	2	0

* 1 Have Spring Gift Renewals + 2 New Board

President’s Circle

Funds to the President’s Circle are unrestricted and provide the college flexibility to use funds where needed most. All members whose memberships were expired or up for renewal have been mailed letters asking them to renew. Faculty and Staff are always encouraged to join as well.

President’s Circle Membership

Current Members: 62

Total Giving: \$39,500

MEMORANDUM

TO: Development Committee

FROM: Mr. Chris Stowers, Executive Director

DATE: April 23, 2024

SUBJECT: Sound the Siren Campaign Update

After a significant amount of initial planning for Sound the Siren – the Campaign for Raider Athletics, recent progress has been slowed due to several factors. However, Foundation and Athletics staff are prepared to renew efforts to launch the campaign and achieve significant progress in the coming weeks and months. The following is an update on several of the key areas of the campaign.

Case for Support

The case for support (the printed material to accompany personal conversations) has neared the final drafting stages before going to print. However, the recent news of Dr. Stephenson's departure has created the need to edit the text. Once revisions occur, the materials will be sent to print.

Steering Committee

After initial vetting and review, the steering committee will be convened in late April/early May. The initial steps with the committee include orientation to the campaign and campaign processes, cultivation and solicitation training, development of additional donor prospects, rating and evaluation of current donor prospect lists, and cultivation/solicitation of committee members' gifts.

Cultivation of Donor Prospects

One of the keys to securing early gifts to a campaign is proper cultivation. This simply means that relationships have been built and the message shared with those who have the potential to make significant gifts. The initial steps in this process will include a series of small group events with the leadership team of the Athletics Department, Foundation, College, and Steering Committee to present the needs, goals, and impact of the campaign. After these gatherings, follow-up conversations will answer questions, seek to build buy-in, and ultimately solicit the lead gifts.

The first set of cultivation events will occur in June & July, 2024.

Parallel to the cultivation of leadership gifts will be the preparation of other "drives" within the campaign which include: Board (Foundation and Trustee), Faculty & Staff, Corporate, and other donors. Within each of these categories will be specific cultivation and solicitation strategies for each donor prospect.

MEMORANDUM

TO: Development Committee

FROM: Mr. Chris Stowers, Executive Director

DATE: April 23, 2024

SUBJECT: Alumni Development Plan

One of the key responsibilities of the Foundation is to build and grow relationships with NWFSC alumni. In recent years, communication and activity with alumni has been limited.

In order to grow engagement among Alumni, the Foundation staff has developed an Alumni Development Plan.

- Vision
- Strategy Elements
 - Communications
 - Connect/Join
 - Solicit
 - Website
 - Gather
 - Long-term
 - Staffing
- Timeline

VISION

The ultimate goal of the Alumni Development Plan is to “move” our graduates along the donor/giving path. This begins with identifying, then connecting/engaging, moving them to become an annual donor, and eventually a major donor. The ultimate goal for any donor is to be included in his/her estate plans, a true legacy gift.

STRATEGY ELEMENTS

Communications

The initial efforts of the Alumni Development Plan will center on communicating with our alumni. This process will primarily involve email communication. The Foundation’s database currently includes more than 23,000 email addresses (non-NWFSC addresses) for constituents labeled “Alum.” As we identify how many addresses are current/active, we will begin regular communications with

stories, updates, “spotlights,” and other information. The goal of this step in the process is to begin a process of sharing current, relevant, and engaging information in order to draw the attention of our alumni to the college.

Connect/Join

Once we have re-established initial contact with our alumni, the goal will be to create a deeper connection to NWFSC. In addition to sharing information, the email communication will include a call-to-action for alumni to share their personal information with the Foundation by “joining” the Alumni Association. This will allow the Foundation to begin to build a working database as the alumni engagement strategy continues to develop and mature.

In addition to seeking connection through email, we have the opportunity to invite alumni to “join” through personal interactions. A plan will be developed to be present at commencement to encourage new graduates to share their contact information and be included in alumni communications. Other opportunities include a presence at sporting events, arts events, and other on-campus activities. “Sign-up” will be made simple using a QR Code and a short form to gather pertinent information.

Solicit

In addition to collecting personal information about alumni, the other call to action in every email will be to ask for gifts. Messaging will encourage alumni to support the college to give back as a sign of both gratitude for the education and opportunities they received as well as supporting the next generation of NWFSC students. Foundation staff will have the ability to track the number of gifts (and gift amounts) to measure the effectiveness of each email campaign.

While alumni have the option to support any area across the college, solicitations will be primarily directed towards a newly-renamed/rebranded annual fund. This fund will seek to support several areas across the college including scholarships, program enhancement, and campus improvements. College and Foundation leadership will collaboratively determine the best use of these funds to serve students and meet strategic objectives.

Once an alum has made a gift, he/she is part of the Raider donor family and will his/her gift will be stewarded and additional gifts will be solicited at the appropriate intervals. As stated at the beginning of this document, the giving path includes an initial gift, renewing this gift (typically annually), personally connecting with donors, and preparing him/her for a major gift.

Website

Parallel to the development and implementation of an email communications strategy, Foundation staff will be working with Strategic Communications to redesign the “Alumni” section of the Foundation website. Every email will point recipients back to the website, so it is vital that it contains accurate, timely, and relevant information in a format that is user friendly and promotes the key elements of the Alumni Development Plan. Revised sections will include items such as:

- Alumni spotlight
- Faculty spotlight
- Scholarship spotlight
- Athletics
- MKAC
- Campus updates
- Program updates

Gather

A mid-range future opportunity includes beginning a series of alumni gatherings. The intent would be to convene alumni in a social setting to connect, network, and develop relationships with one another as well as deeper connection to NWFSC and the Foundation. Gatherings could occur in locations across Okaloosa and Walton Counties to attract alumni from various parts of the region.

Long Term

Additional elements of a fully functioning Alumni Association could include:

- Discounts
 - On Campus (Bookstore, athletics, MKAC)
 - Community Partners
- An Alumni Council
- Professional Development
- Networking Opportunities
- Mentoring
- Special Events tailored to alumni
- Specific fundraising activities within alumni network

Staffing

All of the initial steps outlined above could be accomplished within the scope of duties of the current Foundation staff. As the Alumni Development Plan grows and matures, additional staffing would be required. The role of Alumni Coordinator would be divided between fundraising and

administrative activities. Duties would include coordination of all communications including content creation, database management, event/gathering planning and coordination, and the development of a donor prospect portfolio.

TIMELINE

May 1, 2024 – Launch of email initiative

- Prior to Launch
 - Refine email database
 - Determine/secure email marketing platform subscription
 - Integrate emails from Banner into CRM
 - Create design template for email
 - Curate content
 - Redesign “Alumni form” (currently in Formstack – transition to Dynamic Forms)
 - Website updates
 - Alumni Landing Page
 - Pages for archive of email sections (ex: alumni spotlight, faculty spotlight, scholarship spotlight, etc.)
 - Integration of “give now” button within Alumni section with specific call to action

May 4, 2024 – Commencement

- Create “Alumni Sign-Up” Opportunity with the goal of graduates completing information form

June 1, 2024 – Monthly email continuation

Fall, 2024 – Initial Social Gathering

Q3 of Fiscal Year 24-25 – Onboard an Alumni Coordinator

MEMORANDUM

TO: Development Committee

FROM: Mr. Chris Stowers, Executive Director

DATE: April 23, 2024

SUBJECT: Annual Fund Discussion

Background:

One of the hallmarks of many nonprofit organizations is an active solicitation effort for an “annual fund.” For many organizations, unrestricted gifts to the annual fund support ongoing operations and or programming. Gifts made as part of this effort are typically smaller in comparison to special initiatives or campaigns and these donors are considered the loyal base supporting the organization. As described in the Alumni Development Plan, a typical donor “path” begins by with the individual connecting/engaging with the organization, moving them to become an annual donor, and eventually a major donor. The ultimate goal for any donor is to be included in his/her estate plans, a true legacy gift.

In its history, the Northwest Florida State College Foundation had active participation supporting an annual fund and these monies were used to address student, faculty, program and campus needs across the college.

In many ways, since its beginning in 2013, the President’s Circle has served as the annual fund, inviting donors to make this unrestricted gift, thus allowing the College President the ability to address specific needs that fall outside of the normal budgeting process. However, the invitation to give to this area could be seen as limiting as it requires a minimum gift of \$500 to be included in the invitation list to President’s Circle functions.

In addition, one of the priorities of the “Take Flight” major gifts campaign tate was launched in 2019 was “Campaign Highest Priority,” allowing donors to support the campaign/college while entrusting the leadership to use the funds were they are most needed. While the campaign concluded in the fall of 2021, some donors continue to give here and when the Foundation receives unrestricted gifts, they are included in this designation.

Idea for Discussion:

By creating [or reestablishing] a specific annual fund, the Foundation would open the opportunity for donors to support the work of the college that is meaningful and welcoming to all potential donors, regardless of the size of gift.

By combining the designations “Area of Greatest Need” and the President’s Circle into one annual fund,

these funds could be disbursed in several areas thus expand their impact and providing donors with the chance to feel like their gifts are truly making a difference in students' lives and the life of the college.

The proposal would be that on an annual basis the gifts received through the annual fund would be used for scholarships, program enhancements, and campus improvements.

With the development of a new alumni engagement plan, which will always include an "ask" to support the college, the annual fund is a logical place to direct new donors.

The President's Circle would transition from a designation (the purpose for which the funds are given) to a recognition level. Anyone who gives to the annual fund at the \$500 level and above would be included in this group. Normal "President's Circle" activities would continue, thus providing loyal donors the chance to hear from the College President on a regular basis.

While "annual fund" is a descriptive name and many donors would understand its intent, a specific name could help create donor loyalty and desire to support. One example (potential name) – *NWFSC Impact Fund*. Support to this fund would provide tangible impact in terms of scholarships, program enhancements and campus improvements.

The purpose of this memo/description is to initiate a conversation about how to attract annual donors.