Advancement Division Leadership

Vice Chancellor Martin Leifeld

- Beth Krumm, Associate Vice Chancellor
  Development/Fundraising

- Jennifer Jezek-Taussig, Associate Vice Chancellor
  Alumni/Annual Giving

- Bob Samples, Associate Vice Chancellor
  Jackie Schlarman, Assistant Vice Chancellor
  Marketing/Communications

- Tim Eby, General Manager
  St. Louis Public Radio/KWMU
University of Missouri–St. Louis

University Development Values and Guiding Principles

- Excellence in Everything We Do
- Leaders with a serving heart
- Commitment to Diversity
- Joyful Attitude
Strategic Planning

Goals determined through discussions with University leadership

- Top Down: Senior Administration → University Advancement → Unit Leadership
- Bottom Up: Unit Leadership → University Advancement → Senior Administration

Major Gift Planning Retreat

Annual goals submitted to Chancellor

End of year reporting and analysis
Strategies

- Targeted personal outreach to potential major gift donors

- Purposeful and strategic moves management process

- Strategic investment in pipeline development utilizing direct mail, campus call center, as well as renewed focus on leadership annual giving efforts

- Increased emphasis on superior stewardship of donors
Gateway for Greatness Campaign

$154.2M

$131.2M

$236.5M Total - $26.3M Average

375% Increase

FY04 FY05 FY06 FY07 FY08 FY09 FY10 FY11 FY12 FY13 FY14 FY15 FY16 FY17

OPEN – EXT AFF & MA – INFO 2-5
Capital Projects – Philanthropic Support

College of Nursing Learning Resource & Simulation Lab
Goal: $2,500,000  
Raised to Date: $640,000

College of Business Administration Building
Goal: $50,000,000  
Raised to Date: $27,400,000
Metrics

➢ Daily Fundraising Summary

➢ Monthly Dashboards
  ▪ Dollars raised
  ▪ Personal visits
  ▪ Number and value of proposals submitted
  ▪ Number and value of proposals accepted
  ▪ Additional metrics:
    • “Touches” and “Moves”
    • Time spent in internal/external meetings
    • Professional development occurrences
    • Other non-fundraising projects (committee work, task force, etc.)

➢ Annual Goal Analysis
Opportunities for Future Success

Development

- Leadership Annual Giving
- Colleges of Business and Arts & Sciences
- Mercantile Library
- Professional Programs
- Athletics
- Corporate/Foundation Relations
- Campaign manager

Advancement Services

- Programmers
- Project managers
- Gift processors

Technology

- Cryptocurrency
- Digital communication
University of Missouri-St. Louis
University Advancement