

Harper College Educational Foundation

Feasibility Study 2013
Campbell & Company
Initial Report: January 2014

Feasibility Study Details

- ▶ Conducted 26 interviews
- ▶ Tested 10 interest areas
- ▶ Total cost of study: \$40,500

Recommendation: Campaign Goals

- ▶ Goal of \$5 million in special campaign gifts
- ▶ Additional \$5 to \$10 million in other gifts:
 - Program support gifts
 - Annual support
 - In-Kind gifts
 - Realized planned gifts
- ▶ Campaign would include “Fund for the Future” for new deferred gifts
- ▶ Not counted:
 - Government grants
 - Investment income

Recommendation: Campaign Timeline

- ▶ Five year campaign to tie into 50th anniversary
- ▶ Gifts counted from 2013 through 2017
- ▶ 9 to 15 months planning period

Recommendation: Top Interest Areas from Case for Support

- ▶ Scholarships
- ▶ STEM
- ▶ University Center
- ▶ School Counts – Promise program

Recommendation: Preparation

- ▶ Gift policies and recognition
- ▶ Revise board committee structure to create efficiencies
- ▶ Complete staffing – align staff to campaign
- ▶ Projected costs of campaign: \$250,000
- ▶ Donor engagement and cultivation for future support and leadership roles

Actions based upon Recommendations

- ▶ Revising gift policies and recognition
- ▶ Developing campaign plan for 2013–2017
- ▶ Consolidating foundation board committees
- ▶ Completing staff hiring for comprehensive fundraising program
- ▶ Developing campaign marketing plan
- ▶ Enhancing donor relationship building program
- ▶ Exploring campaign initiatives for consideration by Foundation Board

Campaign Progress to Date

- ▶ \$3 million in-kind software gift
- ▶ \$700,000 in new deferred planned gifts
- ▶ \$240,000 in realized planned gifts
- ▶ Lead gift for campaign