

GENERAL SESSION V: Campaign Stewardship: Zero to \$250 Million

**Betsy Hughes, Vice President, Institutional Advancement
Illinois Institute of Technology**

**Carrie Casper, Senior Director, Campaign and Donor Engagement
Illinois Institute of Technology**

Session description: In this session we will share real examples of how stewardship was put into place and used to motivate donors during Illinois Tech's recently completed six-year, \$250M campaign. From recognition and events to reporting, we will discuss the implementation and management of our stewardship plan - and show how we provided excellent stewardship every day of the campaign.

**Betsy Hughes, Vice President, Institutional Advancement
Illinois Institute of Technology**



Spending time in Chicago for Bentley College, this position led to her decision to relocate to Chicago, where she joined Illinois Institute of Technology as the first Director of Development for the school's prestigious Institute of Design (ID). In her ten years with ID, Betsy raised more than \$10 million--an extraordinary amount for a school with less than 1,000 living alumni and 100 students.

Betsy left Illinois Tech for the opportunity to help build the Steven F. Udvar-Hazy Center of the Smithsonian National Air and Space Museum. As a Regional Director of Development, she was given the mission of raising gifts of \$1 million or more, without benefit of a prospect list! The job required creativity and "chutzpah" to "cold call" potential million dollar donors. Since the case was compelling, donors responded.

But the story of Betsy's career is really all about Illinois Tech. She left the Smithsonian to return to the university where she launched the Mies van der Rohe Society, and soon after was appointed Vice President, a position she has now held for 13 years. Betsy has proudly supported the vision of three Illinois Tech Presidents—Lew Collens, John Anderson and current President, Alan Cramb.

Together with "the best Advancement team in the City of Chicago," Betsy led the successful Fueling Innovation campaign that brought more than \$250 million to the university. In addition to dollars raised, Betsy is proud to have launched innovative programs to engage alumni, and to be known for extraordinary stewardship of the university's major donors.

**Carrie Casper, Senior Director, Campaign and Donor Engagement
Illinois Institute of Technology**



Carrie Casper is currently the Senior Director, Campaign and Donor Engagement at Illinois Institute of Technology. She joined Illinois Tech in 2008, and has worked in the donor relations and stewardship field for five years.

Prior to joining Illinois Tech, Carrie held positions at Lyric Opera of Chicago and Lincoln Park Zoo, focusing on volunteer management and event planning. Carrie holds a bachelor of music education from the University of Illinois at Urbana-Champaign.

Carrie is a current board member of the Development Leadership Consortium and the University of Illinois Campus Alumni Advisory board, having also served recently as the president of the Chicago Illini Club and as board chair of the Metro Board at Metropolitan Family Services.