

getting a seat at the table

Using stewardship to drive principal gifts

Carol Wilkie and Joe Plante



what we'll cover

facts about St. Thomas

evolution of fundraising and stewardship at St. Thomas

tips for transitioning Donor Relations to support principal gift stewardship

plans & tools necessary for success

examples to share

University of St. Thomas - St. Paul, MN

who we are

10,000
students
36% Catholic

Private,
liberal arts,
urban,
Catholic
university

UNDERGRAD
90 majors

GRAD
60 degrees

105,000
alumni

**MISSION-
DRIVEN**
All for the
common good

University of St. Thomas

our fundraising

**Annual
Production:
\$20 - \$30M
From 14,000
donors**

**67 TOTAL
19 Gift Officers
4 Donor
Relations**

**President
actively
involved in
fundraising**

**1,800
assigned
households**

**Two of the
largest
gifts in MN
history**

University of St. Thomas

our campaigns

'60s

\$6M

'80s

\$35M

2000s

\$500M

'70s

\$20M

'90s

\$250M



Evolution of

fundraising and

donor relations

at St. Thomas

Phase 1: foundation

Fundraising:

- Small, focused initiatives
- Personal outreach with key donors
- Pre-professionalized staff

Donor Relations:

- No formal department
- Donor gave as moral responsibility
- Stewardship expectations minimal



1880
to 1980

100 years

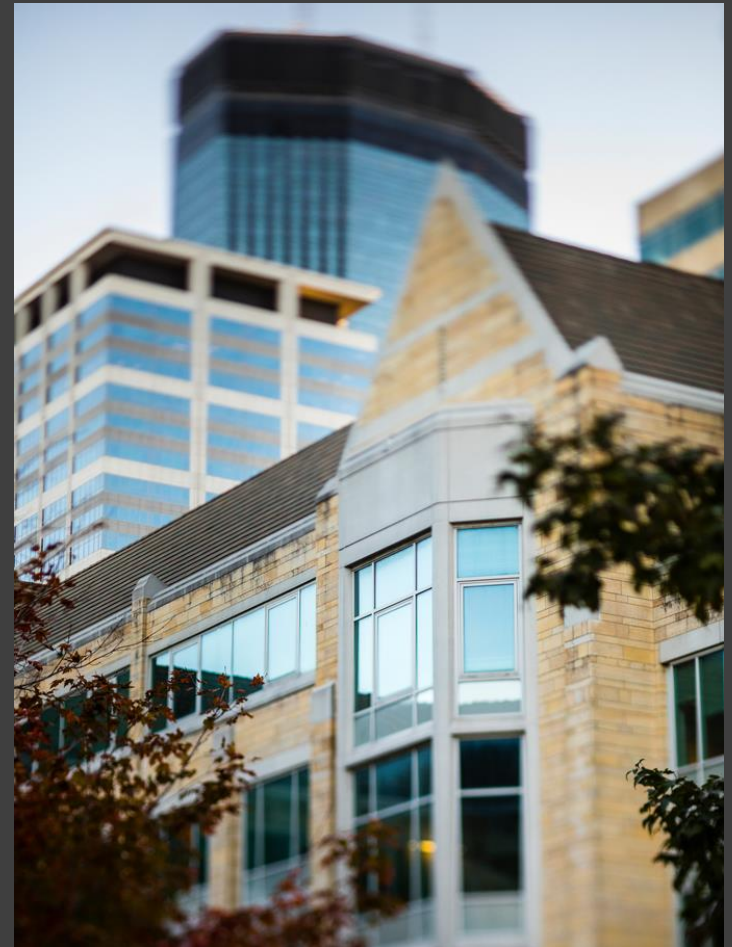
Phase 2: build

Fundraising:

- Formalized development operation
- Broad, comprehensive campaigns
- New era of mega-gifts

Donor Relations:

- No formal department
- Donor Relations handled through GOs and admin staff
- President's Council and Legacy Society begin



1983
thru 2003

20 years

Phase 3: broaden

Fundraising:

- Donor count; broaden base
- Annual giving techniques shift
- All gift officers had multiple prospects types
- Rapid expansion

Donor Relations:

- Low thresholds for naming
- No levels in recognition
- Formalized department
- Centralizing key operations



2003
thru 2013
10 years

Phase 4: position for the future

Fundraising:

- New President/ Leadership/ Strategy
- Laser focus on principal gifts
- MGOs elevated, focused
- Traditional AF structure
- Robust prospect management

Donor Relations:

- Automation of processes
- Tiered honor roll/giving societies
- Dedicated staff for principal gift stewardship



2014
& beyond



Tips for transitioning your

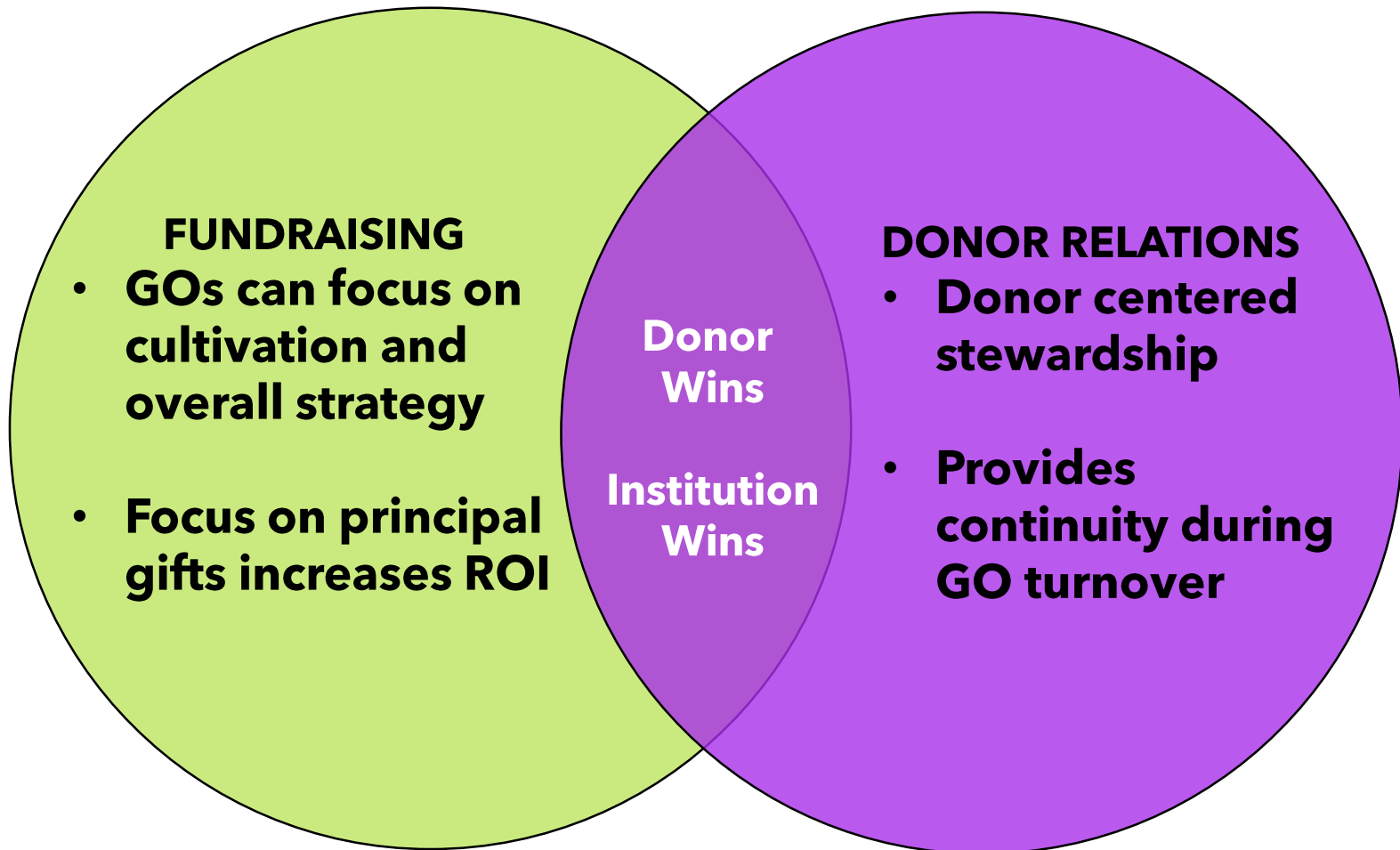
donor relations

operations to support

principal gift

cultivation

Benefits of Seamless integration



open capacity

- Set stewardship efforts commensurate with gift
- Leverage technology
 - Automate processes
- Acknowledgements
- Dedicated staff for PLG stewardship
- Maximize partnerships



Leverage

giving societies



Map a stewardship matrix

Communications Engagement Reporting Recognition

PLG	\$5M+	Lifetime Giving	IRD, CC, AC, STD +	ACK, STM, SR/HR + Custom PLG Stewardship Plan	IR + Custom PLG Stewardship Plan	+ Custom PLG Stewardship Plan	
	Trustees	Premier Leadership	IRD, CVP, CL, FF, AC, STD +	ACK, STM, SR/HR + Custom PLG Stewardship Plan	FR, IR Custom PLG Stewardship Plan	AN, CS, + Custom PLG Stewardship Plan	
	Named Building Donors	PLG	IRD, DED, CL, FF, AC, STD + Custom PLG Stewardship Plan	ACK, STM, ACM, SR/HR, PU Custom PLG Stewardship Plan	IR Custom PLG Stewardship Plan	AN Custom PLG Stewardship Plan	
SHIPS	Founder's Scholarships (e. GHR Fellows)	\$10M	IRD, SE, SS +	ACK, STM, SPM, SR/HR +	ER, IR	DW +	
	Residential Scholarships	\$500K - \$9.9M	IRD, SE, SS +	ACK, STM, SPM, SR/HR +	ER, IR	DW +	
	Endowed Deanships	\$5M+	IR		ER, IR	DW, TL, LH/WS +	
	Endowed Chairs	\$3M+	IR		ER, IR	DW, TL, LH/WS +	
	Endowed Professorships	\$1.5M+	IR		ER, IR	DW, TL, LH/WS +	
	Endowed Faculty Fellowships	\$250K+				DW, TL +	
	Endowed Lectureships	\$75K+				DW, TL +	
	Endowed Scholarships (pooled)	\$50K+	S			DW +	
	Annual Scholarships (pooled)	\$6K/4yrs	S			DW +	
	GIVING SOCIETIES	Ireland	\$1M+ Lifetime	IRD, STD +	STM, SR/HR, PU, CYE ACK +		
President's Leadership Giving		\$100K+	PCP, CC, FF, STD, AC +	ACK, STM, SR/HR, PU, CYE +	+	DW +	
		\$50K - \$99.9K	PCP, CC, FF, STD, AC +	ACK, STM, SR/HR, PU, CYE +	+	DW +	
		\$			M, SR/HR, PU, CYE +	+	DW +
		\$			M, SR/HR, PU, CYE +	+	DW +
		\$			M, SR/HR, PU, CYE +	+	DW +
		\$			/HR, PU, CYE +		DW +
Finn (Legacy Giving)					/HR, PU, CYE +		
					M, HR, SR/HR, CYE, +	+	DW
Moskalik (Loyalty Society)				ACK, STM, SR/HR, CYE + Anniversary Mailing?			
ANNUAL FUND	Parents			STM, SR/HR (Online)			
	Sustainers			STM, SR/HR (Online) Special AF ACK / Promos		CYE	
	First Time Donors			STM, SR/HR (Online) Special AF ACK / Promos			

Endowed Funds

Giving Societies



GOALS

TOOLS

STRATEGY

METRICS

principal gift stewardship

**GOAL 1:
IMPACT &
RECOGNITION**

GOALS



**GOAL 2:
COMMUNITY**

**GOAL 3:
INFLUENCE**





Communications

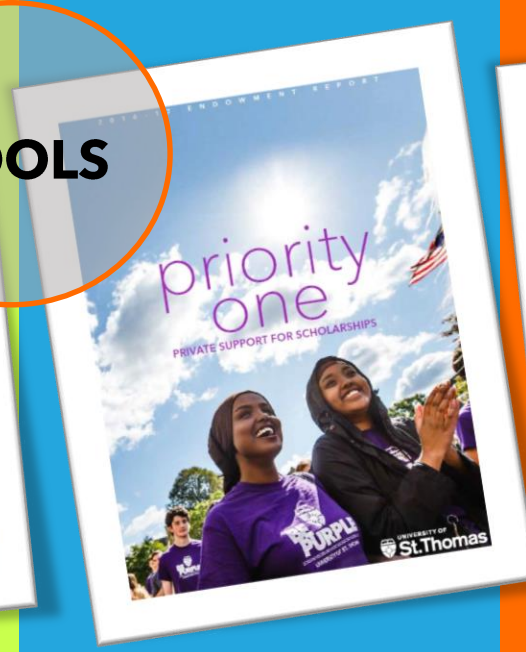
- Student stories
- President reports
- Special thanks
- Magazine stories
- Videos
- Social media



Engagement

- Donor events
- Special VIP mtgs with president
- Groundbreakings
- Investitures

TOOLS



Reporting

- Endowment reports
- Impact reports
- Financial reports
- Annual reports



Recognition

- Donor walls
- Honor rolls
- Named spaces
- Buildings
- Awards
- Paintings
- Plaques

**FUNDRAISING
LEADERSHIP**

STRATEGY



DONOR RELATIONS

**PROSPECT
MANAGEMENT**

**LEVERAGE TECHNOLOGY:
RECORD YOUR
PLAN (ONCE)**

METRICS



**DEFINE ROLES:
STEWARDSHIP IS
EVERYONE'S JOB**

**REPORT:
TRACK, FORECAST
MEASURE**



reporting

FY18 Stewardship Plan Tommy Tomcat As of January 22, 2018



Banner ID: 100384400
Birthdate: Nov 11, 1962
Age: 55
Last Gift Date: Sept 01, 2016
Family: Betty Sue Tomcat (Spouse)
 Tony the Tiger (Child)
 Bobbie the Bobcat (Child)

Gift Officer
Secondary Assignment:
Focus Rating:
5-Yr Capacity:
Planned Gift
Finn Society
FY17 PLGS

Joe Plante
 N/A
 Level 1/Top Tier
 \$1,000,000
 N/A
 No
 \$100,000+

Project
 Athletics Building
 Arts Building

Projects of Interest

Eff Date	Target Ask Amt
Nov 2016	\$1,000,000
Jun 2017	\$3,000,000

Giving Summary by Designation

Designation	Amount
Center for Catholic Studies	\$66,892.29
Tommy Tomcat Family Undergraduate Scholarship	\$50,000.00
Betty Sue and Tony Tomcat Endowed Scholarship for Athletics	\$5,100,000.00
Summer Basketball Camp	\$10,000.00
	\$5,226,892.29

Open Proposal Details

Status	Ask Date	Due Date	Ask Amount	Expected Amount	Originator	Project(s)
Proposal Submitted	12/20/2017	6/30/2018	\$1,000,000	\$1,000,000.00	Joe Plante	Office of Mission
	Comment	12.15.17 - meeting scheduled for January with Dr. Sullivan and Tommy to discuss proposal. 11.15.17 - proposal sent for \$1M. 1 08 29.17 - Returned ask amount to \$5,000,000 per Dr. Sullivan. Lead donor solicitation for athletics. Dr. Sullivan invited to lake cabin for gathering summer 2017. Solicitation of \$5M.	\$3,000,000.00	\$3,000,000.00	Joe Plante	Major Gift
Proposal Planned	8/26/2016	6/30/2018				
	Comment	Arts Facility.				

Giving Society Touchpoints

Reporting	Engagement	Communication
Endowment Reporting Impact Report	Ireland Dinner Christmas Concert VIP Alumni Xmas Lunch	St Thomas Magazine Stewardship Report
Mar Nov	Nov Dec Dec	Feb / June / Oct Nov

Personalized Stewardship Plan

Owner	Strategy Date	Strategy Description
Joe Plante	1-Mar	Impact report - to be delivered by Dr. Sullivan
Carol Wilkie	2-Apr	Invitation to Athletics Dinner
Kristen Locketz	Jun 30, 2018	PLGS and Scholarship donor. Work with Julie Sullivan to coordinate aske for Chapel in FY18.

Related Contact Reports

Contact Date	Primary Staff	Contact Type	Move Type	Contact Summary
Nov x, 2017	Julie Sullivan	Mail	Stewardship	Lunch with Dr. Sullivan
Jan x 2018	Julie Sullivan	Phone	Solicitation	Meet to discuss Chapel expansion. Asked for \$1M

Related Tasks

Task Due Date	Task Owner	Task Status	Goal	Task Description
Jan x, 2018	Kristin	Completed	Report Impact	Dr. Sullivan to call to discuss athletics proposal
Jan x, 2018	Kristin	In Progress	Community	Board Meeting for Catholic Studies

GIVING

PROPOSALS

GIFT SOCIETIES

CUSTOM TOUCH

CALL REPORTS



In the spirit of "Minnesota nice,"

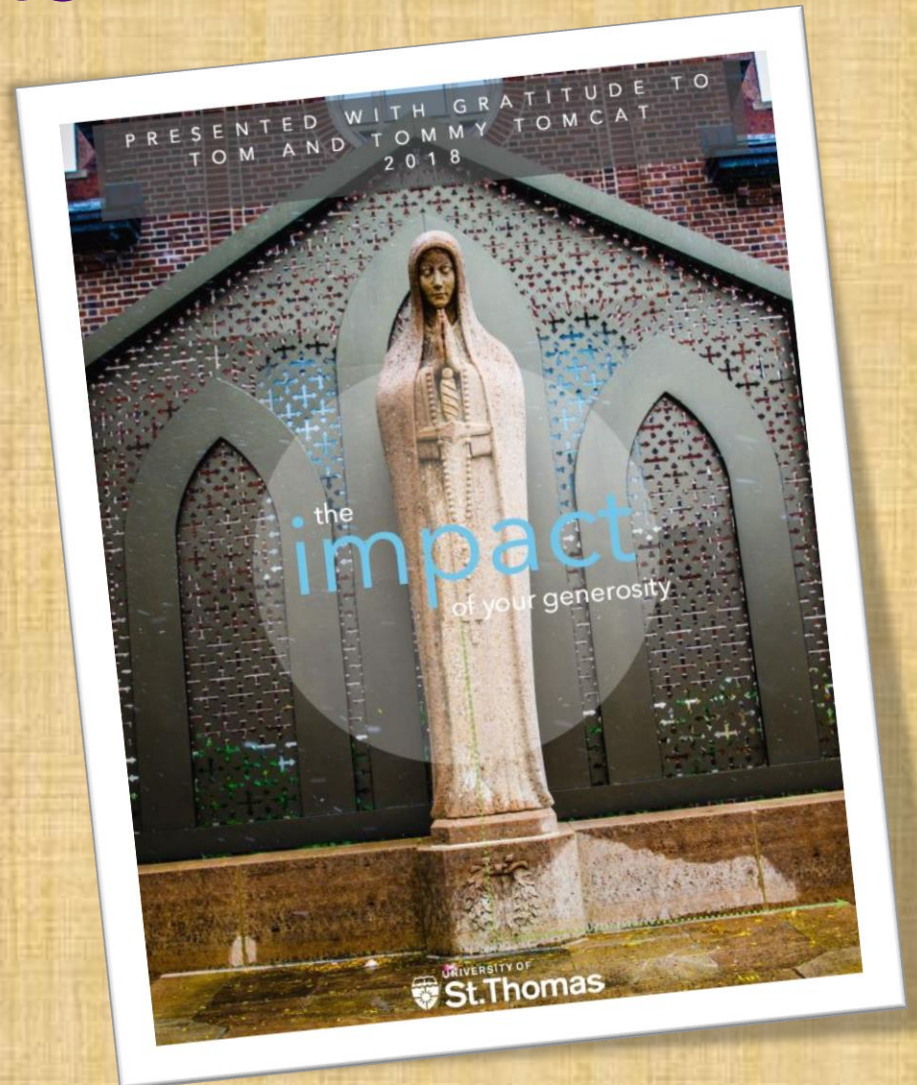
here are **samples**

from our **toolkit.**

Impact Reports

High-touch communication

- **Highest-level donors**
- **Active cultivation**
- **President delivers**
- **Impact of past giving**
- **Builds case for future support**



Impact Reports

Message from the president



UNIVERSITY OF
St.Thomas

Dear Tom and Tommy,

The generous leadership that you have demonstrated at the University of St. Thomas is a beautiful model for all of our supporters to see and follow. Your gifts of time and financial resources are improving students' lives and bringing the St. Thomas community closer together.



The Tom and Tommy scholarships that you have established, and other scholarships that you have contributed to, benefit not only the many recipients of your aid but also the countless people whose lives their work will affect in the future.

Your leadership and generosity were demonstrated when you and other founders established the permanent Minneapolis campus which has now become home to the Opus College of Business.

Finally, your dedicated service on the advisory boards of the School of Education is invaluable. I am deeply grateful to you for your leadership, wise counsel and active involvement.

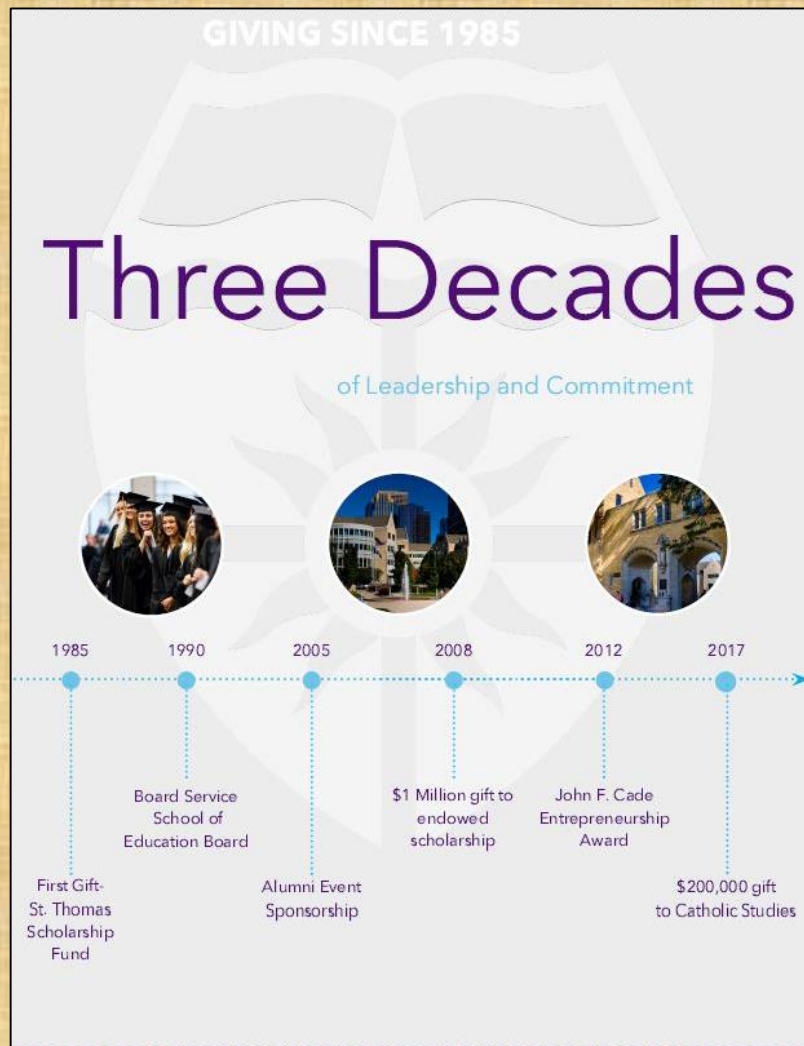
Thank you both for your friendship and thoughtful dedication to St. Thomas. We are truly grateful.

Sincerely,

Julie H. Sullivan, Ph.D.
President

Impact Reports

Leadership and giving summary



A LOOK AT YOUR generosity

SINCE 1995

COMPREHENSIVE GIFTS AND PLEDGES
\$587,592

SCHOLARSHIPS

\$200,700 includes:

- Catholic Studies Undergraduate Scholarship
- Colette Nicole Bernardi Endowed Scholarship for Catholic Studies - Bernardi Campus
- Colette Nicole Bernardi Endowed Scholarship for Catholic Studies
- Women Connect Endowed Scholarship
- St. Thomas Scholarship Fund
- Luigi and Nicole Bernardi Catholic Studies Endowed Scholarship for the Angelicum Program

PEACE GARDEN

\$250,000

CENTER FOR CATHOLIC STUDIES

\$66,892

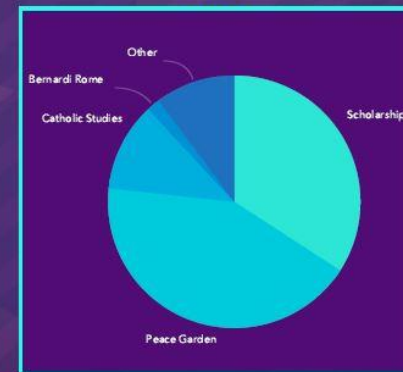
BERNARDI ROME FUND

\$10,000

OTHER

\$60,000 includes:
Habiger Institute for Catholic Leadership Programming
Stained-glass window depicting St. Augustine baptism

GIFTS:



Impact Reports

Philanthropic passion impact

Catholic Studies

OLDEST AND LARGEST

The Department of Catholic Studies at the University of St. Thomas is the oldest and largest program of its kind in the world. For more than 20 years, we have offered to students the opportunity to encounter the Catholic intellectual tradition in its richness and breadth.

With more than 280 undergraduate students majoring and minoring in Catholic Studies, we are able to sustain a vibrant community of learning, faith and friendship, combining a variety of scholarly, spiritual and social activities. Because of your generous support, the Center for Catholic Studies engages students, faculty and the broader community in a conversation about the impact of the incarnation of Christ on thought and culture.

2018 will mark the 25th anniversary of Catholic Studies. The center has developed three major institutes (the Murphy Institute for Catholic Thought, Law and Public Policy, the John A. Ryan Institute for Catholic Social Thought, and the Habiger Institute for Catholic Leadership), made possible by the creative and enduring work of faculty and staff members, and the generosity of donors and university leadership.

Every year, a number of students in the program spend a semester in Rome, where they live in the city and the heart of the church. Thank you for making this possible.

MORE THAN 30 INTENSIVE FACULTY SEMINARS ON CATHOLIC MISSION AND IDENTITY DURING THE LAST 20 YEARS

"I chose St. Thomas primarily for its distinguished Catholic Studies program, but also for its strong Communications and Journalism Department. St. Thomas has prepared me for what is ahead in the best way: how to live and how to be a human person. I'm incredibly grateful for the abundant opportunities, friendship and knowledge I've gained through my entire experience at St. Thomas."

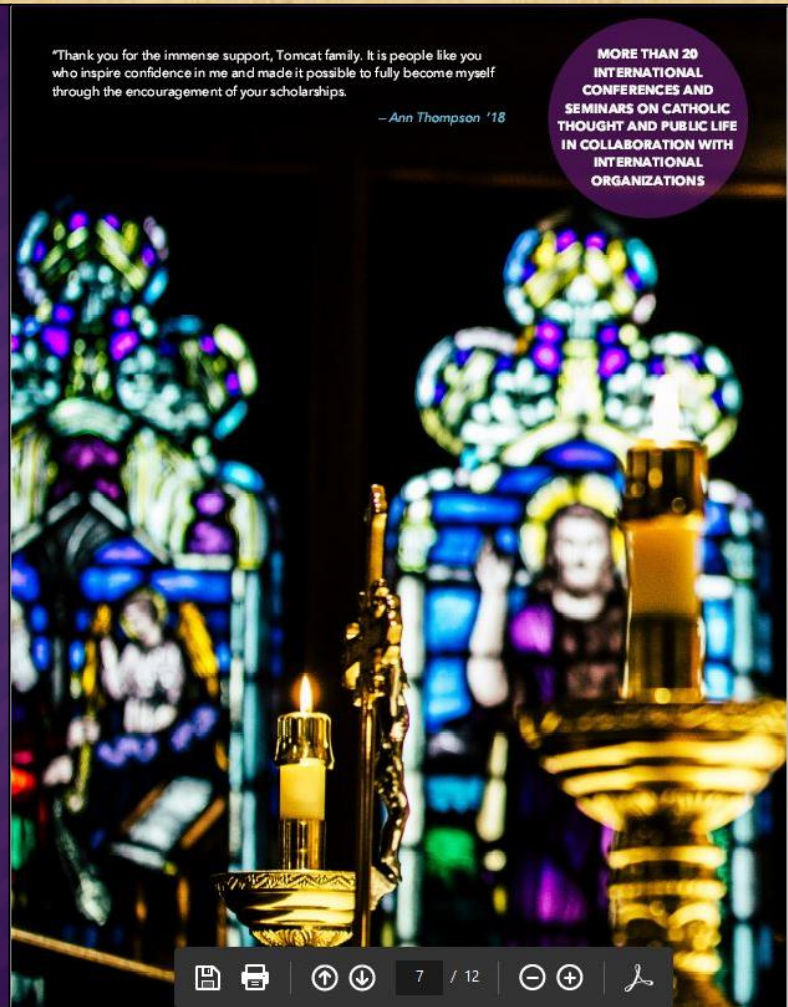
— David Smith '18

MORE THAN 125 LECTURES, DEBATES AND SEMINARS IN THE PAST SIX YEARS

"Thank you for the immense support, Tomcat family. It is people like you who inspire confidence in me and made it possible to fully become myself through the encouragement of your scholarships.

— Ann Thompson '18

MORE THAN 20 INTERNATIONAL CONFERENCES AND SEMINARS ON CATHOLIC THOUGHT AND PUBLIC LIFE IN COLLABORATION WITH INTERNATIONAL ORGANIZATIONS



Impact Reports

Student impact

A SPACE FOR prayer and contemplation

THE RENOVATED PEACE GARDEN

On August 26, 2016, the Chapel of St. Thomas Aquinas' renovated Peace Garden, originally created in 1994, opened for use, thanks to your generosity. The renovation created an open and welcoming semi-private space for prayer, thought and reflection. A clearing created a new oval lawn space within the garden that now provides space for gatherings for group prayer or after Masses or wedding receptions.

The renovated garden also serves as an outdoor extension of the chapel and a beautiful setting adjacent to a main entrance of the Admissions Office.

The space now includes plants such as juniper hedges and catmint. As the vegetation grows over the coming years, the area will become more intimate.

"It is a welcoming space to anyone who needs a calm place. I think the design helps the garden to live up to its name."

— Father Larry Snyder, Vice President for Mission

"It is wonderful to see the impact the Peace Garden has made on our campus. I often see the contemplation areas used by students for quiet meditation and prayer while the Our Lady, Queen of Peace statue remains a proud focal point for the garden. I am delighted to have been part of this inspirational renovation, and I am so thankful for the generosity of the Bernardi family for making this possible."

— Jim Brummer, Associate Vice President, Facilities Management



CHANGING lives

SAMANTHA JONES '15

BUSINESS

Samantha Jones knew even before entering college that she wanted to increase her knowledge of Catholicism and begin a career in youth ministry after graduation. It was because of her scholarship aid that she was able to attend St. Thomas and pursue a career that is dear to her heart.

After graduating in 2015, Samantha worked at St. Thomas as an administrative assistant in the geology and physics departments. In the fall of 2016, she accepted a position as a youth minister and confirmation coordinator for St. Elizabeth Ann Seton parish in Hastings, Minnesota. For Samantha, the community that she found at St. Thomas has followed her post-graduation. "I rely on many people from Catholic Studies for friendship, advice, accountability and future growth," she said.

One of the true highlights of her St. Thomas experience was the opportunity to study for a semester in Rome. Her hope is to pass along the generosity that was given to her and one day also support the Rome program.

"There are not enough words to express what your assistance has meant to me. Thank you so very much."

— Samantha Jones '15



Impact Reports

Engagement and service

ALLISON JOHNSON '15 ELEMENTARY EDUCATION

Allison Johnson cannot imagine her life without St. Thomas. She looks back at the four years spent here as a joyful time in her life, and realizes how important the experience was in shaping who she is today. "My time at St. Thomas helped me develop a sense of ownership for my faith and for my learning," she said.

Today, Allison is a third-grade teacher at a Catholic school in Boston, Massachusetts. She completed a master's degree in curriculum and instruction on a full scholarship through the Urban Catholic Teacher Corps, and now is sharing the joy of faith and the depth that one can experience in an individual spiritual journey with her students.

Allison is grateful for her experiences at St. Thomas and the financial assistance she received through the Tomcat Endowed Scholarship. She attributes her experiences to helping her form a lens of compassion and inquiry that helps her live and love continuously.

"I am so blessed to have had the chance to learn about my Catholic faith so extensively, and for the knowledge that I draw upon daily as I guide and learn from the little souls I teach today."

—Allison Johnson '15

JOHN THOMPSON '18 CATHOLIC STUDIES

John Thompson attended a Catholic Studies event as a junior in high school. Instantly he knew that he wanted to be a part of a community that could explore the Catholic intellectual tradition in a unique and engaging way with other students and faculty members. He was seeking an authentic community that would challenge his faith, and he found that quickly at St. Thomas.

Some of the most treasured moments as an undergraduate have been forming relationships and the interactions with the staff and faculty on campus. "Working in different offices and departments throughout the course of my undergraduate career has put me in daily contact with some of the best and brightest faculty at St. Thomas who are incredibly willing to invest themselves in students." Two of the most memorable experiences for John have involved study-abroad opportunities. He attended a conference in Jerusalem at which he presented a paper with a professor. Further, he spent a semester in Rome as part of the Catholic Studies program, with another professor who was not only a teacher, but also a mentor.

John Thompson understands that if it were not for your generosity, these life-changing experiences would not have been possible. They are shaping him into the person he wants to be and, as a result, making the world a better place.

"I am here by God's grace to change the world around me. Your gift reminds me that I am not alone in that sentiment. Thank you so very much."

—John Thompson '18



"I have always held the Bernardi family in the highest regard. They are people of principle, integrity and commitment to the Catholic wisdom tradition. Through their outstanding leadership and generous support, they have enabled St. Thomas to achieve true excellence in carrying out its Catholic mission."

—Father Dennis Dease, President Emeritus



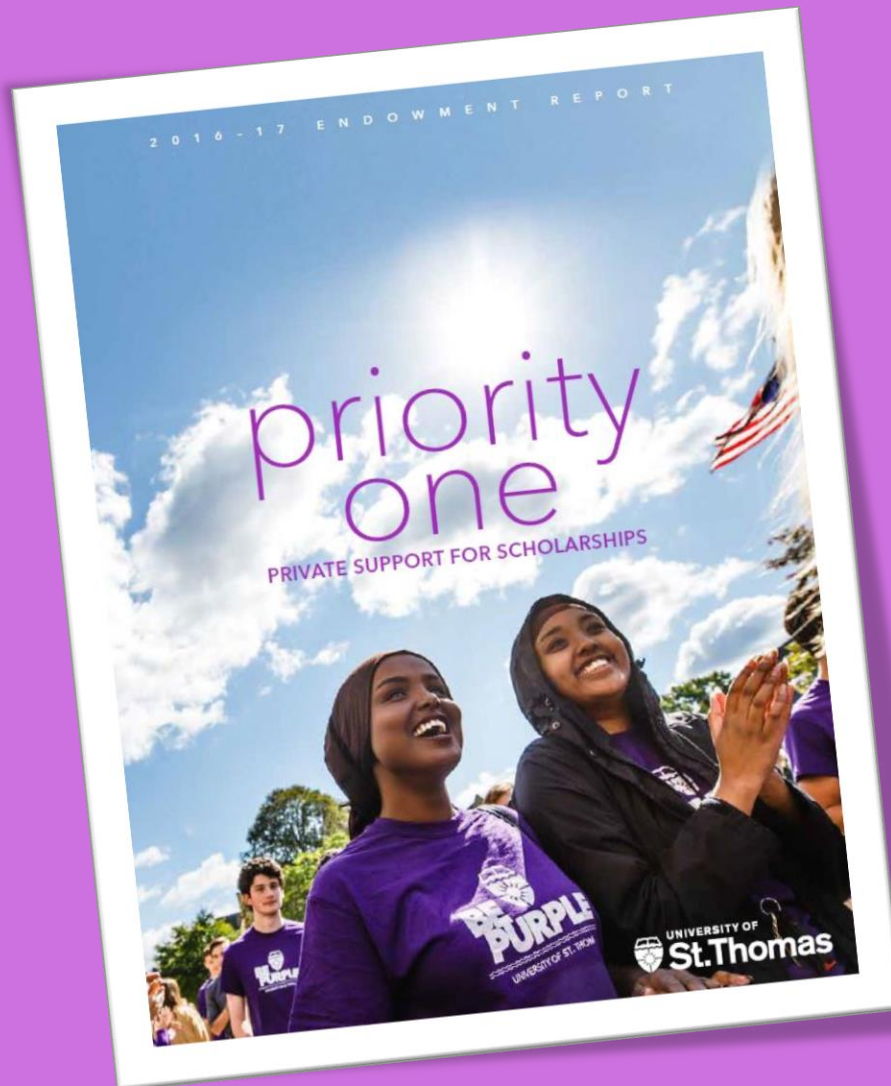
Impact Reports

Results

- **Overwhelmingly positive response from donors**
- **Deepens president's understanding of donors**
- **Facilitates direct cultivation conversations**



Endowment Reports



- **Focus on impact**
- **Top-level financial info on fund**
- **Communicates campaign priority**

Endowment Reports

ENDOWMENT FUND:

Betty and Herb Mischke
Endowed Scholarship,
Class of 1948 Endowed
Scholarship

PRIMARY CONTACT

Micheal Allen Johnson III

AVAILABLE SPENDING OF FUND

July 1, 2016–June 30, 2017

[\$xx,xxx.xx]

MARKET VALUE OF FUND

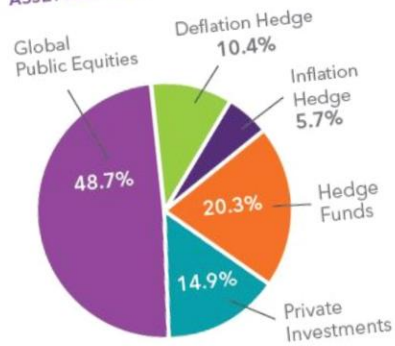
June 30, 2017

[\$xx,xxx.xx]

The St. Thomas portfolio is invested to maintain the long-term purchasing power of the endowment and provide a sustainable rate of current spending to support the university. The portfolio is diversified with the objective of generating long-term, equity-like returns, but with lower volatility so that the endowment can provide a stable source of spending through time.

Note: The university operates on a fiscal year that ends June 30.

ASSET ALLOCATION AS OF JUNE 30, 2017



INVESTMENT PERFORMANCE AS OF JUNE 30, 2017

	Since Inception ¹	5-Year	3-Year	1-Year
St. Thomas Returns (net of fees)	9.9%	7.6%	3.5%	14.1%
Strategic Benchmark ²	9.2%	7.1%	3.1%	11.7%
CPI + Spending ³	7.0%	5.4%	5.1%	5.1%

¹Since inception in 3/31/1984, when endowment was externally invested.
²Strategic Benchmark is the expected return based on the asset allocation.
³Consumer Price Index (CPI) + endowment spending rate

TO READING WMENT REPORT

FOR AWARDS

The income disbursed in a given fiscal year is the income of the endowment. In fiscal year 2017, the endowment had a net change in market value over the previous year of \$xx,xxx.xx. The income is used to support the fund's policies and income distribution for the benefit of the Investment Committee of the St. Thomas.

The total of gifts received, adjusted by the amount of disbursements for scholarships.

For more information on the endowment, please contact Micheal Johnson III, at (651) 962-6962 or mjohnson@stthomas.edu

"Neither words nor actions can express how grateful I am for the help and support you have provided to me."

- Nick, Class of '19

WE ARE grateful

On behalf of the University of St. Thomas, I am pleased to extend a warm new year greeting to you, and to provide an update on your endowed scholarship, showing its activity during fiscal year 2017.

Endowed scholarships are critically important because of their long-term viability and the consistent aid they provide students. This scholarship supplies a perpetual stream of much needed financial support, and we appreciate your continuing attention to its impact and progress.

Your generosity makes a significant difference in the lives of Tommies while they are here as students as well as later in life. We hear many recipients say they would not be able to attend St. Thomas without scholarships. We also hear scholarships make us competitive in attracting high-caliber students.

We are grateful for your support of endowed scholarships that impact current and future generations of Tommies. Thank you!

Sincerely,

Erik Thuman
Vice President
Development and Alumni Relations

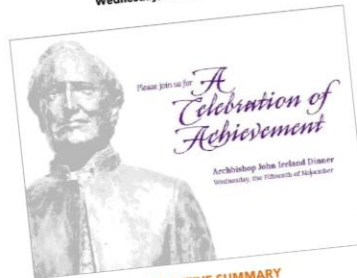
Your donation continues to make my education and future career an attainable reality.

- Patrick '18

signature events



WEEK OF GIVING - Ireland Dinner
(Private launch of the Scholarships Initiative)
Wednesday, November 15, 2017



EXECUTIVE SUMMARY

Prepared for
Dr. Julie Sullivan


Prepared by:
Kristin Locketz, Donor Relations
(in consultation with key stakeholders)

*Archbishops
John Ireland
Dinner*

dedications



EXECUTIVE SUMMARY
DEDICATION - Dougherty Family College
Friday, October 13, 2017



Prepared for
Dr. Julie Sullivan
Erik Thurman

Prepared by
Donna Beltrami / Advancement Communications
In consultation with key stakeholders, SAC, and event services

Page 1 Current as of 10/19/17





And this will all

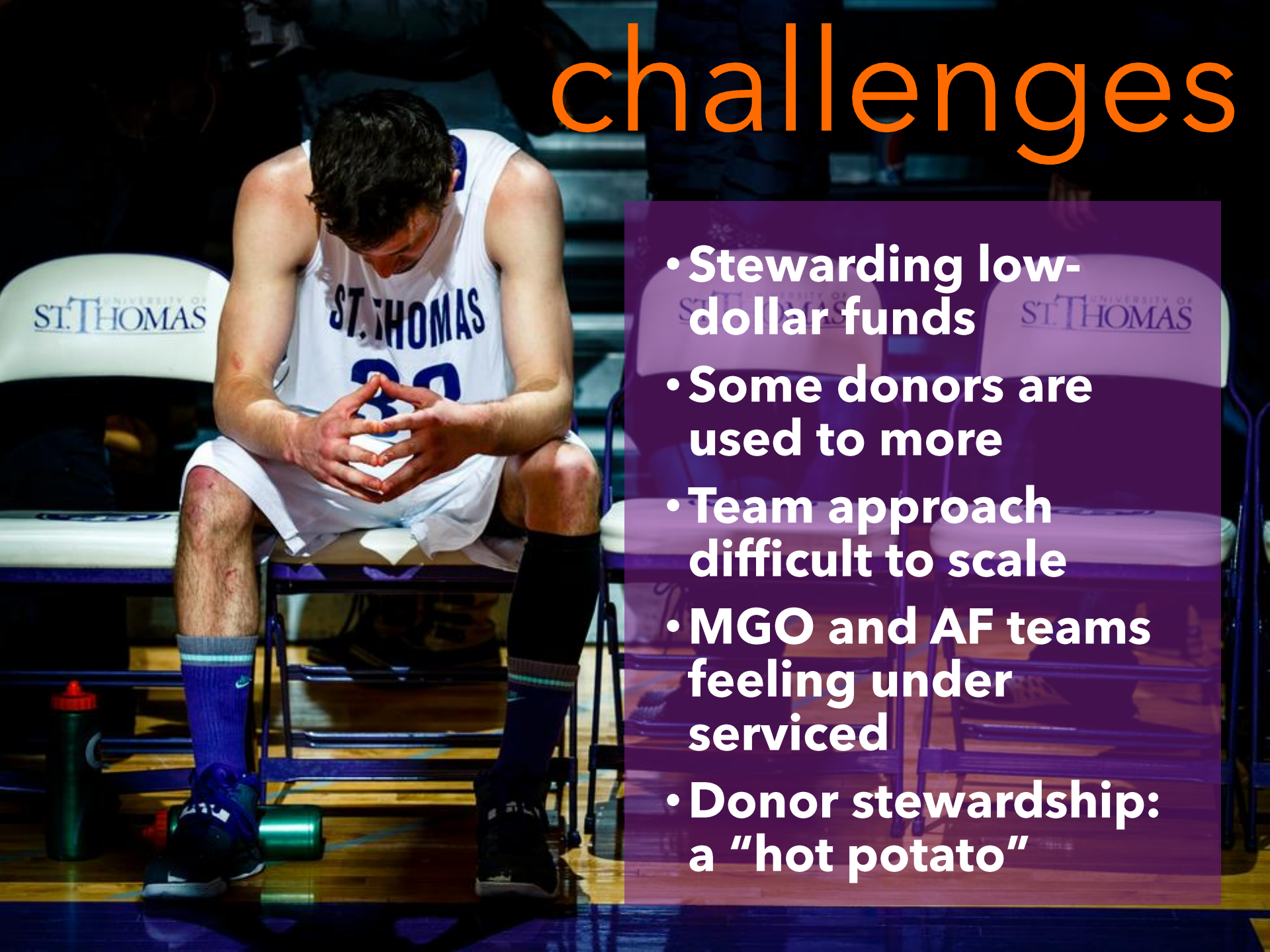
work like **magic** right?

Actually, yes. But here's

what we have **learned.**

challenges

- Stewarding low-dollar funds
- Some donors are used to more
- Team approach difficult to scale
- MGO and AF teams feeling under serviced
- Donor stewardship: a "hot potato"





Ultimately, it's all about
making an impact

samples

- Stewardship Plans
- Donor Reports
- Event Summary Forms
- Tangibles
- Staff Profiles
- Tracking Reports

UNIVERSITY OF
ST. THOMAS



**Thank
You!**



questions?