



**OUR
RUTGERS
OUR
FUTURE**
A CAMPAIGN FOR EXCELLENCE

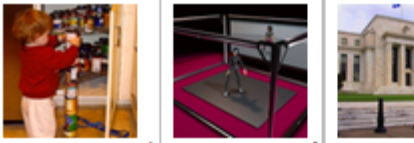
DEMONSTRATING DONOR IMPACT IN 60 SECONDS OR LESS

CHERYL LINTNER AND TRICIA HEALEY
RUTGERS UNIVERSITY FOUNDATION

SAMPLE REPORT

DONOR IMPACT REPORT NEWARK | FACULTY & RESEARCH | FALL 2012

Rutgers-Newark comprises an extraordinary community of faculty, staff, undergraduate and graduate students, conduct path-breaking research and public service. Donor gifts help support the impressive intellectual climate.



Probing the Social Disconnect in Autistic People

Through gestures and posture, our bodies speak volumes about us. This body language helps us to perceive other people's emotions. But for people on the autism spectrum, understanding body language is difficult. Maggie Shiffner, who heads the Visual Cognition Lab in the Dept. of Psychology, examines how autism alters one's ability to perceive and produce one's own movements, both of which are essential to social interaction. In one instance, most people will step back from a person who is waving. But to someone with autism, that reaction of stepping back might be interpreted as a threat. Reducing visual sensitivity to the pointed finger, with funding from the Department of Psychology, Shiffner, who is also dean of the Graduate School-Newark, is helping to explore this disconnect in autistic people in order to improve their social interactions.

National Competition Challenges Students and Faculty

Serving as a great teacher and mentor to the next generation of economists, Professor John Graham of the Department of Economics, who coached the Rutgers-Newark College Fed Challenge team, the national competition hosted by the Federal Reserve Board designed to test the knowledge of monetary policy. Graham has led Rutgers-Newark teams to national, where they twice placed second in the nation. Graham coached the team as they prepare their presentations for competition. At the basic level, reading speeches and minutes from Federal Reserve meetings is being assessed as well as teaching students "Fed Speak" from the Federal Reserve. After that, everything is up to the students. Each year there is a new set of challenges, new problems the economic coach, I am learning new things. It is as interesting for me as it

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AN IMPORTANT OPPORTUNITY: Endowment

Rutgers School of Law-Newark has welcomed Dr. Lawrence J. Eakley as its 11th holder of the Lowerstein Chair in Corporate and Business Law. Eakley is as respected for his dedication to the public good as he is for his success in complex commercial litigation. He has been named to the 2008-2012 editions of The Business Associations and other corporate law publications. He is also a frequent speaker at industry conferences and seminars, and serves as a liaison with the New Jersey Bar Association. Eakley is looking forward to sharing with students his experience and expertise in the field. The chair was established by the late Dr. Lawrence J. Lowerstein, who envisioned the endowed position as a means of recognizing and supporting the school's commitment to civic engagement and its focus on public service. The Lowerstein Chair is the first of its kind at Rutgers. An endowment gift of \$3 million can create and sustain an endowed chair, and the school's academic reputation. Endowed chairs are a key component of a university's fundraising campaign.

Experts Collaborate to Improve Care of Patients

Thanks to a new initiative at the College of Nursing, patient safety and the quality of care. Charlotte Patient Safety and Quality Outcomes, says the science of the field but also translate the science of care could involve increasing the nurse-to-patient ratio, hiring more advanced practice nurses and re-assigning staff. In addition, a recent study by center member Jeanne M. Hays, DNP, RN, FAAN, of the College of Nursing, points to job-related burnout among nurses to perform their job functions effectively and safely. Through public and private partnerships, nurses to provide better care. Through public and private partnerships, nurses to provide better care. Through public and private partnerships, nurses to provide better care.

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Helping to Safeguard

During an influenza pandemic, medical equipment and supplies are critical. The Department of Supply Management worked closely with the healthcare industries to prepare for and respond to a global pandemic. A number of research projects have been funded to improve production yields, and research identified exit strategies for pharmaceuticals. Resilience of pharmaceuticals to a yearly flu shot is always a concern.

PHOTO COURTESY OF THE OFFICE OF DONOR RELATIONS
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For more information please contact Cheryl Lintner in the Office of Donor Relations.

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CHERYL LINTNER, RUTGERS UNIVERSITY FOUNDATION
TRICIA HEALEY, RUTGERS UNIVERSITY FOUNDATION

INTRODUCTION

How-To-Guide to Creating Impact Reports for a Targeted Donor Group

Our Story: Rutgers

Phase 1: Planning & Strategy

Phase 2: Create & Sell Your Product

Phase 3: Thumbs Up! Now GO

Phase 4: So How Did it Turn Out?

PLANNING & STRATEGY

WHO IS THE TARGET GROUP?



Identify the Target Audience

Set Your Goals

Review Industry Models

Think about Timing and Frequency

PLANNING & STRATEGY

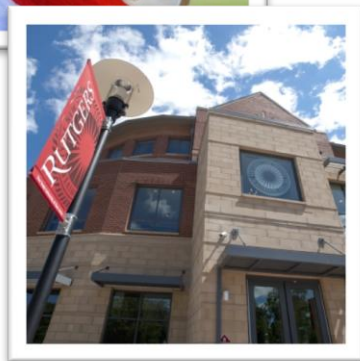
Reality Check #1:
Identify and Assess
Your Resources



Reality Check #2:
Get Green Light



CREATE & SELL YOUR PRODUCT



Collect & Analyze Data to Create Report Themes

Decide Who Gets Which Report(s)

Choose the Stories for Each Report

Reality Check #3: Check Alignment with Priorities

Get Buy-In from Your Institutional Partners


THUMBS UP! NOW GO

Design a Template
Produce the Reports
Approvals
Branding and Packaging
Reality Check #4:
Manage Politics

DONOR IMPACT REPORT
NEW BRUNSWICK | STUDENTS & LEARNING | FALL 2012

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Rutgers offers a number of learning opportunities both inside and outside the classroom. Generous gifts lift the financial burdens of students and open doors to internships and fellowships in the business world, travel abroad opportunities, and leadership in organizations that widen the horizons of students.



Scholarships Enable Engineering Student to Soar

For Wanda Duran, ENG'13, an Educational Opportunity Fund student and the first in her family to attend college, scholarships are a necessity. "If I wasn't awarded these scholarships, I wouldn't be brainstorming innovative ideas, researching new technology, and designing the impossible," she explains. "Simply put, I wouldn't be an engineer." Growing up in New Brunswick, Wanda dreamed of attending Rutgers. Coming from modest means, she knew that her family, who emigrated from the Dominican Republic, would never be able to pay for her education. But hard work and good grades paid off, earning her several scholarships, including a six-month full-time co-op position at Johnson & Johnson. A member of the Society of Hispanic Engineers, Wanda reaches out to encourage high school students to consider careers in engineering. "We have the potential to do great things in life, but we need someone to help with the biggest investment of our lives," Wanda explains. "I will never forget those who have helped me."

Fellowship Leads to a Great First Job

Beyond the financial support, fellowships give students real lead to that all-important first job. For David Stanek, who School of Planning and Public Policy in 2011 with a master his fellowship with the Louis Berger Group "was serendipit Stanek used quantitative analysis to evaluate a program a Industry in Iraq. After graduating, Stanek was offered a job headquarters, which led to an assignment in Baghdad to v hugely important to my professional development," says S International development work in the future. "The beauty of the relationship was that it afforded me a professional experience during the summer months and allowed me to focus entirely on academics during the school year." Without the fellowship, he says, "I would have had to take on more hours working and not been able to pursue my interests with such intensity."

Providing Impetus to Dream Big

Since 2006, the Rutgers chapter of the Future Business Leaders of America-Phi Beta Lambda has competed in the state and national competitions of the largest student career organization in the world. In 2012 Rutgers students brought home eight national awards, a team record.

(continued)

**SHORT 60
SECOND
STORIES**

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THUMBS UP! NOW GO

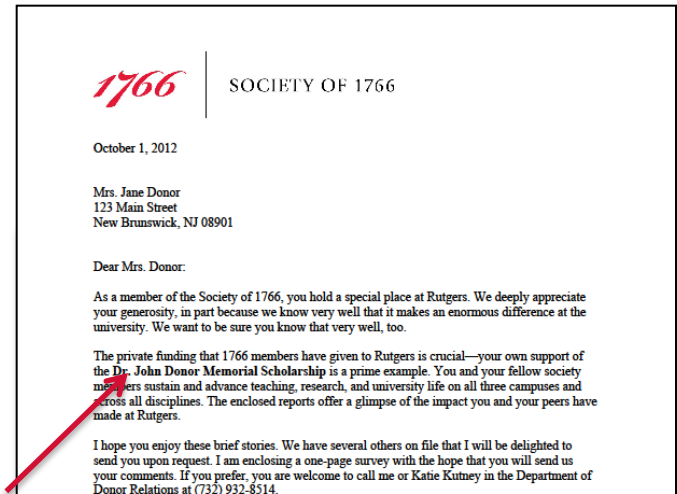
Design a Template

Produce the Reports

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Reality Check #4:
Manage Politics



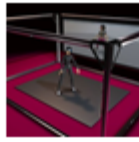
The private funding that 1766 members have given to Rutgers is crucial—your own support of the **Dr. John Donor Memorial Scholarship** is a prime example. You and your fellow society members sustain and advance teaching, research, and university life on all three campuses and across all disciplines. The enclosed reports offer a glimpse of the impact you and your peers have made at Rutgers.

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OUR FINISHED PRODUCT

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Helping to Safeguard Patients

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SO HOW DID IT TURN OUT?

Assessing Your Goals

Should You Survey Your Donors?

Unanticipated Benefits

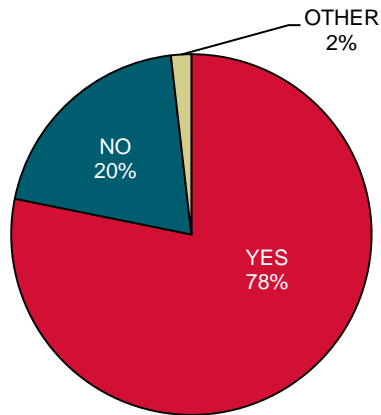
Wrap-Up



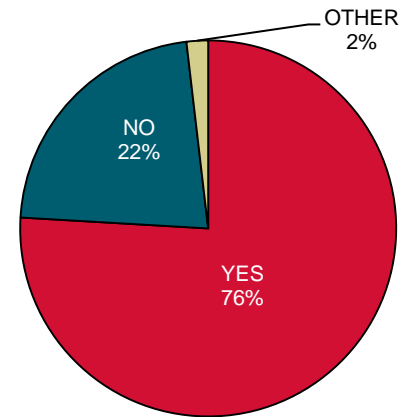
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SO HOW DID IT TURN OUT?

Are you interested in this kind of information about Rutgers?



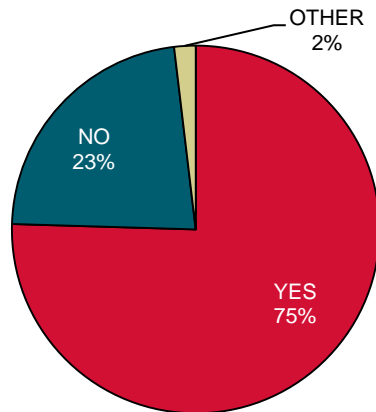
Did you enjoy the report?



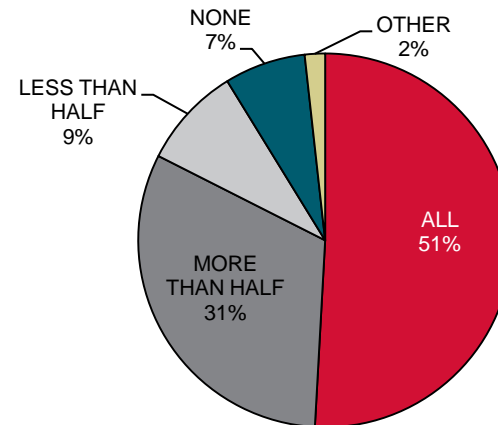
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SO HOW DID IT TURN OUT?

Has this report inspired you to feel proud of your contribution to Rutgers?



How many of the stories did you read?



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THANK YOU!