Board of Regents

March 5, 2015 Presentation

Angelo State University Campus
“Scholarship and philanthropy are each, separately, among the most powerful forces at work shaping the future of our society. In combination, they are unsurpassed in their capacity to improve the human condition.”

- William Beaty Boyd

Former President, University of Oregon
Philanthropic Impact Study

Purpose

- Determine best way to optimize philanthropic momentum
- Align system and university leadership with emerging Institutional Advancement vision
- Focus Institutional Advancement staff and create consistent messaging
Philanthropic Impact Study

Process

- Institutional Advancement Staff
- Texas Tech and Angelo State Foundations, plus Campaign Leadership
- System and University Leadership
- University Deans
Philanthropic Impact Study

**Bold, Fundable Ideas**
Donors invest in response to a dynamic vision and bold ideas

**Philanthropic Capacity**
Screening analyses balanced with affinity models confirm donor base has capacity and proclivity
Opportunities and Philanthropic Potential

Harvard University Study
Top Donors as Percentage of Total Amount Raised

- 24% for 10 gifts
- 47% for 50 gifts
- 57% for 100 gifts
- 77% for 500 gifts

2,000 potential donors
Philanthropic Impact Study

Infrastructure

Right balance between staff and volunteer leadership as well as philanthropic goals and resource and staffing plans