



University Advancement Annual Summary of Accomplishments *Fiscal Year 2024*

University Advancement spent fiscal year 2024 pushing our fundraising, engagement and communications efforts to the next level of excellence across a broad spectrum of strategic objectives. The capacities we built during the campaign continued to stand us in good stead as we exceeded our goals, set new records, took full advantage of unique opportunities and won regional and national awards for our work.

As a result, NC State is now better positioned than ever to elevate and expand its mission of teaching, research and outreach so we can create economic, societal and intellectual prosperity across the state, throughout the nation and around the world.

Among University Advancement's top-level achievements:

- NC State finished FY24 with total gifts and commitments of \$235.8 million.
- We secured the highest total of cash commitments of \$5 million or higher (\$47.5M) that has been achieved in the past five years.
- For our sixth annual Day of Giving, donors gave 21,920 gifts — setting a new record for the number of gifts for the second year in a row — with gifts and commitments totaling \$46,622,214, our second-highest total for dollars raised since Day of Giving began.
- Solicited division-wide input on UA's next strategic plan. Identified three themes and several journeys as part of *Elevating the Extraordinary*, focused on Stakeholder First Culture, Strategic Brand Expression, and Leverage Emerging Technologies. *Elevating the Extraordinary* will launch in early FY25.
- Organized insider conversations and communications throughout the nucleus phase of *Celebrating Transformation*.
- Our media relations efforts resulted in nearly 58,000 media mentions of NC State, with a total reach of 11.1 billion readers/viewers and a total publicity value of \$108 million.
- Our alumni social media accounts earned over 7 million impressions across Facebook, Instagram, X and LinkedIn.
- We planned and hosted an average of four special events per week in FY24, which resulted in over 26,000 guests experiencing in-person branded events.

- Staff have contributed over 8,000 hours to the implementation of Lobo, our new CRM platform.
- We partnered with the Office of Executive Education in the Poole College of Management to launch the UA Management Advancement Program, a series of professional development seminars offered to supervisors across the division.

University Development

University Development facilitated continued growth in the number of major gifts to NC State. We also collaborated on a number of key gifts, saw an increase in planned gifts and began laying the groundwork for NC State's next campaign.

Here are a few highlights of University Development's achievements this year:

- Central Major Gifts exceeded its goals, raising over \$15M, or 35% more than last fiscal year.
- NC State realized 702 granted major gifts in FY24 to date, a new high water mark.
- Corporate and Foundation Relations collaborated on key gifts with representatives of ORI's Proposal Development Unit, OUIP, and Engineering.
- We hired Lauren Wilcox, CDO of Cornell's SC Johnson College of Business, as assistant vice chancellor to lead the growth of CMG, GP, and CFR.
- Gift Planning facilitated an increase of approximately 20% in the volume of planned gifts.
- We began our journey toward universitywide campaign readiness by launching the Individual Giving Task Force, with the aim of doubling individual giving to ensure success at a potential \$3.5B campaign.

Principal Gifts Program

In FY24 Principal Gifts surpassed our goal for gifts totaling \$5M+ and achieved campaign-level performance without a campaign infrastructure in place. We also created new areas of fundraising synergy with campus partners.

Highlights of the program's achievements over the past year include the following:

- Five gifts of \$5M+ were raised, totaling \$63.5M. This amount surpassed our goal by \$14M to raise more than the three-year average of gifts of \$5M+.

- In FY24 NC State secured the highest total of cash commitments at the \$5M+ level (\$47.5M) that has been achieved in the past five years.
- The average number of \$5M+ gifts closed is equal to the average number closed during the campaign.
- We used NC State's Sweet 16 and Final Four basketball runs to reach top donors who are challenging to engage.
- A new gift opportunity, the "Super Chair" concept, was developed in collaboration with the Provost's Office to add an additional giving level beyond Distinguished Professorships.
- We are elevating the Community Growth Initiative to a named interdisciplinary program, the Peter A. Pappas Real Estate Development Program.
- The chancellor, vice chancellor and assistant vice chancellor conducted a combined 156 donor meetings throughout the fiscal year.
- PGP completed 68 research requests that included 23 principal gift prospect research profiles accessible to the advancement community via Advance.

Advancement Services

The continued implementation of the Kindsight Ascend on Salesforce CRM, Lobo, has taken the bulk of Advancement Services efforts in FY24. Given the magnitude of the CRM project, Advancement Services did not attempt to take on other significant projects. However, we have still accomplished other impactful endeavors to aid advancement at NC State.

Highlights of our achievements include:

CRM

- Over 30 Advancement Services staff participated in the Lobo implementation project in FY24, contributing over 8,000 hours to the project.
- We completed all six functional sprints, working through over 600 work items to develop Lobo to meet NC State's needs.
- Completed nearly all data mapping across 18 distinct Advance modules to Lobo with a near 99% first-time data load success rate, almost unheard of in an implementation, consisting of over 39 million data rows.
- Developed a robust multichannel training plan for the onboarding of nearly 350 users to Lobo.
- Implemented a new Learning Management System (Advancement Academy) to prepare for the move to Lobo.
- The Lobo project has remained on budget and on time throughout the year.

Other projects

- Launched two new priority leadership dashboards: the Campaign Readiness dashboard helps the development team organize their work ahead of the next major campaign, while the College Fundraising dashboard serves as a concise reporting solution that central development uses to coordinate with each of the colleges and their deans on a monthly basis.
- Partnered with UCOMM to launch EMDS 2.0, a platform and workflow for easily sending an email via UCOMM while also requesting data population.
- Used AI algorithms to enhance standard reporting outputs and improve customer service in the area of custom solution development.
- Developed and introduced an ethics clause for gift agreements
- Updated endowment levels for graduate support.
- Successfully launched DocuSign CLM, automating the gift agreement request and approval process and resulting in a significant reduction in approval times.
- Increased the total capacity referred out to major and principal gifts by 78% over last FY, with a total referred capacity of \$1.050B.
- Doubled the number of research-identified discovery assignments over last FY to over 2,700.
- Referred out 48 new Principal Gift-level leads, breaking the 100-referred number by bringing the total PGP leads identified to 115.
- Launched a Prospect Research liaison program, matching a team researcher to a college in support of strategy development and information sharing.
- Supported a record-breaking Day of Giving, processed over 20,000 gifts automatically, and created over 130 unique solicitation segmentations.

Finance, Administration and Talent Management

In its first full fiscal year as an integrated team, the Office of Finance, Administration and Talent Management completed over 100 individual HR actions. This included over 50 successful searches and a strategic OUC reorganization driven by the opportunity afforded by new leadership in the offices of Alumni Engagement and Annual Giving and University Communications and Marketing.

Here are a few highlights of FATM's achievements this year:

- FATM team members improved compliance and efficiency in the P-Card reconciliation and approval process while processing 4,017 related transactions. The timeliness and accuracy of reconciliation and approval of monthly P-Card transactions reached at or near 100% on a monthly basis. The team also reduced controller office alerts by 73.4%.

- Collaborated with campus HR to implement UA's Career Pathways for frontline fundraisers.
- The team used feedback from employees and managers to build consistency in onboarding and customize the process as much as possible to meet the needs of the units and the individual positions.
- We have also begun to offer exit interviews to all leaving employees, to help inform our overall strategies around recruitment and retention as well as looking for opportunities to improve management practices, employee training and professional development opportunities.
- The FATM team planned and led Education Day in January 2024. Nearly 250 advancement professionals attended this program highlighting area experts and in-house NC State talent to present a broad range of professional development topics providing valuable takeaways for all UA employees.
- FATM partnered with the Office of Executive Education in the Poole College of Management to launch the UA Management Advancement Program, a series of professional development opportunities offered to supervisors across the division.
- In June 2024 another professional development series, titled "Pieces in Practice," was introduced. This series will offer four professional development opportunities throughout the year that focus on and align with the University Advancement Core Competencies model that has been developed over the past couple of years.

University Special Events and Experiences

FY24 marked the transition of University Special Events and Experiences from UCOMM to the Vice Chancellor's office. During the past year, this unit planned, organized and executed a wide variety of events, ensuring their seamless execution and leaving a lasting impact on attendees. Here are a few highlights:

- USEE averaged four events per week in FY 24, which resulted in over 26,000 guests experiencing in-person branded events that contributed to greater connectedness with constituents near and far.
- USEE executed the following notable events:
 - Visit of the Japanese prime minister
 - Visits with leadership from the University of Moldova, University of Seoul, all Cooperating Raleigh Colleges and Nagoya University
 - Interview and subsequent \$30 million gift announcement related to the Bezos Center for Sustainable Protein

- On-campus SACS re-accreditation visit
- David Thompson statue unveiling event
- Various legislative engagements, including the dedication of the NC State Esports and Gaming Lab
- Events associated with the men's and women's NCAA tournament games
- USEE welcomed the College of Humanities and Social Services to the Excellence in Special Events hub this year, making a total of three partners now in the hub.
- USEE has entered into a strategic partnership with the Wilson College of Textiles to execute their high-profile 125th anniversary experience.
- USEE staff are also very proud to lead and support several UA committees that work to create a stronger and healthier workplace:
 - Extraordinary Spirit Award Committee
 - Awards for Excellence Committee
 - UA TIDE committee
 - Wolfpack Women in Philanthropy
- Supported over 250 live experiences—nearly 1,000 hours—of in-person, strategic engagement opportunities.

Alumni Engagement and Annual Giving

The Alumni Engagement and Annual Giving team made significant progress in integrating the work of engagement and giving in support of NC State's mission. With the AEAG Team Pillars as our guiding principles, we focused on building a collaborative and welcoming environment and refined our priorities and focus areas. A total of 14 new team members joined AEAG, four team members were promoted into new roles across University Advancement, and all executive director and director positions were filled, completing the AEAG leadership.

We combined the quarterly Annual Giving Roundtable and the monthly Alumni Engagement Roundtable to create the AEAG Roundtable. The AEAG Roundtable meets once a month and convenes college/unit partners from across the university with relevant functional responsibilities. FY24 also marked the end of the NC State Alumni Association's membership dues program. This expansion of the Alumni Association allows AEAG to focus on a universitywide strategy of engaging constituents.

Highlights of AEAG's accomplishments include the following:

- Hosted over 230 engagement experiences, including chancellor receptions, game watches and Forever-in-a-Day tours. These included over 13,504 registered guests and 7,429 confirmed attendees.
- Between the ACC basketball championship and the NCAA basketball tournaments, we hosted 73 game watch parties across the country with over 1,291 registered guests. We also hosted over 500 alumni and friends in Phoenix, AZ, and 153 alumni and friends in Cleveland, OH, during the Final Four.
- Connected the work of alumni engagement and annual giving through an integrated communications calendar.
- Earned over 7 million impressions across Facebook, Instagram, X and LinkedIn. A photo of DJ Burns achieved our highest engagement ever on Instagram.
- Annual Giving developed and executed over 50 highly segmented, personalized, multichannel fundraising campaigns. A few campaigns of note:
 - The Impact Campaign raised over \$200k from over 1,000 donors.
 - The Student Red & White Challenge raised over \$14,000.
 - The premium campaign raised over \$20k from 701 donors (300+ were new donors to NC State).
 - The Pantry Bowl raised over \$96,000 from over 2,000 donors, beating UNC-Chapel Hill for the second year.
 - 2024 Day of Giving results: 21,920 gifts (a new record number of gifts) from 12,314 donors, totaling over \$46.6M raised.
 - Leadership Giving contacted over 4,342 households and solicited 1,300 people, raising over \$2.5M. Over 61 major gifts referrals were made with \$8.8M in active proposals.
 - AG College Partners completed 10 crowdfunding projects that raised \$43k from 500+ donors. They also completed 15 multichannel campaigns.
- Wolfstreks hosted 487 travelers across 71 trips.

University Communications and Marketing

FY24 was a year of sweeping change for University Communications and Marketing, as it welcomed a new leader, Lisa Marie Ferrell in March 2024. Other organizational shifts included a strategic decision to house *NC State* magazine within UCOMM; the Development Communications and Stewardship team was transitioned to University Development; and the Special Events team was realigned as a top-line department reporting to the Vice Chancellor. Through it all, the UCOMM team stayed focused on continuing to deliver truly extraordinary results.

Here are a few highlights of this year's achievements by UCOMM:

- Our media relations efforts resulted in nearly 58,000 media mentions of NC State, including major placements in the *New York Times*, *Washington Post*, *Wall Street Journal*, PBS NewsHour, NBC News, CBS News, ABC News, Fox News, NPR, *National Geographic*, *The Atlantic*, *Forbes*, *Chronicle of Higher Education*, *Inside Higher Ed* and many more.
- Coverage of NC State resulted in a total reach of 11.1 billion readers/viewers and a total publicity value of \$108 million.
- Bulletin email open rates averaged around 70%, almost twice as high as our peers' average open rates (38.2%, according to Mailchimp).
- We greatly expanded readership for *NC State* magazine. Our spring issue went to 63,000 readers, nearly triple our normal circulation.
- The social media team made 6,491 posts across all Social Media Hub-managed social accounts in FY24, earning 36,667,713 impressions. The enterprise @NCState social media accounts ranked No. 68 out of all 364 D1 universities based on fan/follower engagement.
- We released the third officially licensed wine in the Hallowed Places Collection, featuring Reynolds Coliseum.
- For the second consecutive year we distributed record-high trademark licensing revenues supporting scholarships.
- We launched the co-branded "Been There Series" Campus Collection mug and tumbler at 100+ Starbucks locations in North Carolina.
- We wrote and produced 23 original homepage stories for ncsu.edu during FY 24 to engage prospective students, which have received a year-to-date total of 73,135 page views.
- We mobilized quickly to provide original online content and marketing support related to our basketball teams' surprise success in the ACC and NCAA tournaments.
- Assisted in obtaining media coverage for major gift initiatives, including the *Reds and Whites* art installation and the Doeren family gift.
- Edited and sent 119 advancement-related emails on behalf of campus partners.
- Led all aspects of messaging, email strategy, advertising, project management, creative design and social media for Day of Giving.
- Edited and sent 210 emails for Day of Giving 2024. Email was again the No. 1 source of online giving for Day of Giving, both for the number of gifts (3,994) and for dollars given (\$523,283.72).
- Led sponsorship sales/renewals for Packapalooza, generating the most sponsorship cash/trade in the event's history for the second straight year.
- Secured Coca-Cola as the title sponsor for Red and White Week and Pack Appreciation Day.

- Led hot market licensing/retail efforts for the 2024 men's basketball ACC Championship and the parallel Final Four runs for men's and women's basketball.
- Led Red and White Week activities, including the Chancellor's Fall Address, Red and White Night
- Our team completed 663 internal and external formal marketing and communications projects for campus partners.
- The Marketing team supported internal and external partners in producing 27 chancellor's videos, and the team offered a comprehensive suite of marketing services for these projects, including project management, videography, editorial and photography.

Awards

- CASE District III Chief Executive Leadership Award, Randy Woodson
- CASE District III The Bill Franklin Volunteer of the Year Award, Nancy Webster
- CASE Circle of Excellence Awards, Silver
 - Video — Commercials: 2023 Institutional Message
 - Writing — Profile (Less Than 1000 Words): *NC State* magazine, "In the Shadow of the Bomb" by Sylvia Adcock
 - Writing — Profile (1,000+ Words): *NC State* magazine, "Volya" by Chris Saunders
- CASE Circle of Excellence Awards, Bronze
 - Design — Magazines and Periodicals: *NC State* magazine
- CASE Best of District III Awards
 - Storytelling: Red Chair Chats video interview with Chancellor Woodson, episode 4 (featuring alumna Leigh-Kathryn Bonner)
 - Writing — COVID-Related: *NC State* magazine, "House Calls" by Chris Saunders
 - Writing — COVID-Related: *NC State* magazine, "The Long Haul" by Eleanor Spicer Rice
 - Design: *NC State* magazine Spring 2022 and Summer 2022 issues
 - Publications — President's Reports and Annual Reports: Chancellor's 10-Year Report
 - Websites (Institutional): ncsu.edu redesign
- Collegiate Advertising Awards, Gold — Brochure (Multiple Pages): 10 Years of Strengthening National Security at LAS
- Educational Advertising Awards, Silver — Institutional Website Refresh: ncsu.edu redesign
- International Collegiate Licensing Association Synergy Award