NC STATE UNIVERSITY

University Advancement Annual Summary of Accomplishments
Fiscal Year 2025

In FY25 University Advancement (UA) expanded and elevated its fundraising, engagement and communications efforts by thinking strategically, collaborating across teams and divisions, deploying innovative technologies, measuring results and constantly striving to improve. In addition, UA played a crucial role in stewarding the university's transition in leadership as a new chancellor took the reins, and the division leveraged this unique opportunity to increase engagement, garner support and tell NC State's story.

Through these efforts, NC State stands poised to further enhance its reputation as a university of global impact even as it strengthens its deep relationship with the people of North Carolina. UA is prepared to lead the way in helping NC State forge new connections, create knowledge and implement solutions to the problems facing the world.

Among UA's top-level achievements in FY25:

- NC State finished FY25 with total gifts and commitments of $366.6M — the highest fundraising total in the university's history.
- Day of Giving generated 18,565 gifts and raised $50.56M, marking one of the strongest fundraising days in NC State history.
- The Office of Gift Planning recorded 13 deferred legacy gifts of $1M-$4M each, totaling $24.35M.
- The Principal Gifts Program obtained 10 gift commitments of $5M+, totaling a record-high $178M. This includes three cash commitments exceeding $10M, with the largest gift in the university's history — a nine-figure sum — from an anonymous donor.
- Advancement Services launched Lobo, UA's new CRM platform. Implementation took 22 months, during which over 90 staff members contributed more than 21,000 hours, with Advancement Services providing the majority of the effort.
- Alumni Engagement and Annual Giving increased high-impact volunteer engagement through the Day of Giving board competition, which mobilized 31

boards, resulted in 4,784 gifts and raised more than $18.4M from board-affiliated donors.
- University Communications and Marketing's media relations efforts garnered 56,182 media mentions of NC State, resulting in a total reach of 12.6 billion readers/viewers (up from 11.1 billion in FY24) for a total advertising value of $127.6 million.
- The Office of Strategic Brand Management generated record-high annual revenue totals for the fourth consecutive year — and over $3M for the first time ever — through trademark licensing, brand collaborations and sponsorships.
- UA launched and successfully completed Celebrating Transformation, a communications and fundraising campaign that honored the extraordinary leadership of Chancellor Randy Woodson while also setting the next chancellor up for success.
- UA launched Elevating the Extraordinary, the division's strategic plan. The plan's first wave of collaborative workgroups, comprising experts and leaders from across UA and the university, produced tools enabling the division to prioritize extraordinary talent, implement an enhanced brand strategy and embrace AI and machine learning.

University Development

FY 25 was a record-breaking year in fundraising for University Development. Here are a few highlights of University Development's achievements this year:

- NC State finished FY25 with total gifts and commitments of $366.6M — the highest fundraising total in the university's history.
- Despite stricter requirements for counting in planned gifts, the university recorded an all-time high of planned gifts on Day of Giving 2025.
- The Development Communications and Stewardship unit created proposals that led to over $8 million in gifts and new commitments.
- Highlights from the Office of Gift Planning:
    - Decreased the percentage of deferred and legacy gifts made without documentation, from 31% in FY24 to 11% in FY25.
    - Almost 70% (69.18%) of Day of Giving 2025 fundraising came from deferred legacy gifts, totaling $34.98M.
    - So far this year the Office of Gift Planning has recorded 13 deferred legacy gifts of $1M-$4M each, totaling $24.35M.
- CALS recorded an all-time high of $13 million raised on Day of Giving 2025.

- Created numerous undergraduate and graduate student and experiential learning cases and made them available to units for fundraising support, with the option to customize.
- Published a guide to giving that front-line fundraisers are widely using to share giving options with potential donors.
- Shared endowment gift calculators to help front-line fundraisers formulate the greatest impact in their proposals to donors.
- Launched a campaign readiness dashboard designed to provide actionable insights into prospect and proposal pipelines at the university and college levels, to prepare for the next campaign.

Principal Gifts Program

The record-breaking success that the Principal Gifts Program (PGP) achieved in FY25 is the culmination of five years of sustained, tailored engagement and intentional donor strategies, aligned with donor readiness and the timely launch of the Celebrating Transformation initiative honoring the departing Chancellor Woodson.

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

- Obtained 10 gift commitments of $5M+, totaling a record-high $178M. This includes three cash commitments exceeding $10M, with the largest gift in NC State's history — a nine-figure sum — from an anonymous donor.
- PGP continues to lead and support NC State's largest philanthropic commitments in collaboration with each college and unit. Five colleges/units contributed to elevating and normalizing principal gifts at NC State: Engineering, Athletics, CALS, Poole College of Management and Wilson College of Textiles.
- The PGP team facilitated gift conversations for two central initiatives:
    - Woodson Hall PGP fundraising total: $8,550,000
    - Pappas Real Estate Development PGP fundraising total: $4,435,000
- To prepare for the arrival of the new chancellor, PGP integrated top donors and volunteers into transition communication streams, and the unit developed a condensed briefing for 62 top donors and volunteers for rapid acclimation to the new chancellor.
- Principal gift-level engagement activities:
    - **Inside NC State:** Hosted the third annual exclusive event for 38 key donors, offering insider access that focused on NC State research, athletics and Chancellor Woodson.

- **Chancellor's Zoom:** Conducted eight chancellor-led sessions featuring faculty conducting interesting and timely research, providing direct updates and insights to key donors.
- **Principal Gift Point Dinners:** Organized four targeted dinners at The Point to facilitate deeper relationships and personalized discussions with NC State's most significant supporters.
- **On-Campus Immersions:** Arranged six bespoke campus visits tailored to donor interests, providing access to the university and academic leadership, and showcasing the direct impact of their potential contributions.
- **Pappas Real Estate Development Program:** Hosted four successful interest events to engage prospective donors with this important program.

Advancement Services

FY25 marked the end of the successful implementation of Lobo, University Advancement's new CRM. This significant undertaking required thousands of hours of team dedication, which consequently limited focus on other priorities. Nevertheless, other key projects were successfully completed. The team's work for FY26 will remain strongly focused on Lobo as they work to stabilize the system, refine workflows and restore functionality gaps from the previous ecosystem.

Highlights of Advancement Services' achievements include:

Lobo Implementation

- Launched Lobo on Feb. 10. Implementation took 22 months, during which over 90 staff members contributed more than 21,000 hours, with Advancement Services providing the majority of the effort.
- Trained 270 users on Lobo either in person or on demand.
- The Learning Management System was launched and was used to train 153 on-demand learners for the launch of Lobo.
- Launched Lobo Support Case solution to manage tickets related to Lobo. Over 700 cases have been submitted.
- Presented 18 "Lobo Roadshow" presentations to each college and unit to prepare staff for Lobo launch.
- Refined all Day of Giving tools and reports to adapt to Lobo; processed 95% of Day of Giving gifts within 24 hours on new system.

Other Key Accomplishments

- Updated naming policy to allow for donor-funded named positions, with two positions being named this fiscal year (athletics director and real estate development program director).
- Updated the graduate endowment levels and introduced a $500K faculty support endowment level.
- Evaluated over 350 funds in response to the “Dear Colleague” letter and managed the resulting questions and guidance.
- Prospect Development made 2,558 research-identified discovery referrals, up 9.5% from the prior year.
- Prospect Development increased total capacity referred out by 47.3% over last year, with total capacity of $1.53B.
- Provided a total of 240 hours of training to 1,414 participants across 72 courses.
- Received the 2024 Association of Advancement Services Professionals Diamond Aspire Award for “Automated Gift Agreements System To Streamline Gift Agreement Approvals and Increase Compliance”

Finance, Administration and Talent Management

In FY25 the Finance, Administration and Talent Management (FATM) team processed over 90 separate HR actions that encompassed over 40 successful searches for open positions. The FATM team also reviewed over 150 UA positions with University HR as part of the UNC System Office job coding project to ensure proper classification of UA positions. Additionally, the FATM team led many professional development opportunities throughout the year, highlighted by the third annual UA Education Day.

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

- Fully integrated the Spark Hire talent search management platform into the talent acquisition process, enhancing the team’s flexibility and improving efficiency.
- Launched customized onboarding sessions for new managers, focusing on key supervisory tools in MyPack Portal such as WolfTime, Flexible Work Arrangements and the Wolfpack Performance Program (WPP).
- Offered open office hours during peak periods such as the WPP review cycle and leave certification deadlines, to provide on-demand, real-time assistance.
- Organized a well-attended lunch-and-learn session on WPP procedures.
- Conducted one-on-one training sessions with new hires regarding finance-related topics such as P-Card usage, travel and Marketplace, resulting in high compliance rates.

- Launched the Professional Development Activity and Connections Tracker, offering employees an accessible tool to record and monitor their individual development activities. In FY25 the tracker captured over 400 entries, reflecting strong engagement across the division.
- Introduced a range of new professional development programming, and integrated professional development into UA's OnePack meetings.
- Transitioned the UA internship program to be a fully in-house effort within UA.
- Hired two 10-month interns to work with colleagues in Alumni Engagement and Annual Giving.

University Special Events and Experiences

The University Special Events and Experiences team brought NC State's story to life through historic celebrations like the Red and White Night tribute to Chancellor Woodson, intimate events like the Tom Kenan gift-recognition gathering, and mission-driven programs like Day of Giving. Although the results of these experiences are not always measurable in the traditional sense, they have nevertheless strengthened relationships, inspired pride and advanced the university's mission.

Here are a few highlights:

- Averaged four events per week in FY25, welcoming more than 26,500 guests to highly curated in-person experiences.
- Milestone events, like the on-campus announcement of Chancellor Howell's selection as NC State's next leader, resulted in over $2M worth of earned media attention.
- Supported over 200 opportunities for face-to-face engagement with donors, prospects and stakeholders.
- Elevated college partnerships and bolstered the Excellence in Special Events Hub by naming a hub director, to better support colleges and their goals for engagement and fundraising.
- Managed a number of complex campuswide teams tasked with executing unique offerings, including:
    - Red and White Week and associated signature events, including the Red and White Night: Celebrating Transformation tribute to Chancellor Woodson
    - The first Wolfpack Women in Philanthropy Symposium, a sold-out event

    - Government affairs events such as the CLAWS/White House announcement event, the CALS Apiculture Facility groundbreaking and the College of Education ELEVATE launch celebration
    - An event celebrating the 125th anniversary of the Wilson College of Textiles, featuring an immersive video experience, fashion shows and interactive displays

Alumni Engagement and Annual Giving

Throughout FY25, Alumni Engagement and Annual Giving (AEAG) implemented initiatives designed to create and maintain an engaged and invested Wolfpack community for life. With all director positions filled, completing the AEAG leadership team, AEAG focused on integrating engagement with giving efforts.

Highlights of AEAG's accomplishments include the following:

- Hosted over 200 engagement experiences with 18,169 registrants and 14,487 attendees (an increase of 34% in registrations and 95% in attendees over FY24).
- Wolftreks achieved a record-breaking year with 546 travelers across 88 trips, generating over $200k in revenue. This is a 12% increase in travelers, a 22% increase in trips and an 18% increase in revenue over FY24.
- The monthly Howl newsletter redesign was debuted via email and LinkedIn. The newsletter has a 60% open rate and garnered 551 new subscribers and 4,227 article views in the first month.
- Attracted 1,753 new donors through Day of Giving and 672 from the Tea Towel Campaign.
- Increased the leadership donor pipeline, with 2,404 donors contributing between $1k and $50k.
- Reengaged volunteer participation through the Pack Leaders program, with 234 volunteers helping generate over 2,100 gifts and nearly $400,000.
- Increased high-impact volunteer engagement through the Day of Giving board competition, which mobilized 31 boards, resulted in 4,784 gifts and raised more than $18.4M from board-affiliated donors.
- The Student Alumni Association raised over $14k to support the Extraordinary Opportunity Scholarship.
- Celebrating Transformation was executed as a fully integrated campaign across UA, raising $130,000 from 214 donors (gifts below $50K) through coordinated outreach and messaging.

- Day of Giving generated 18,565 gifts and raised over $50M, marking one of the strongest fundraising days in university history.
- The premium campaign served as a successful post-Day of Giving engagement strategy, with 7,744 individuals participating in a digital voting experience tied to giving.

University Communications and Marketing

In FY25, University Communications and Marketing (UCOMM) led NC State's communications efforts to navigate the leadership transition into the administration of Chancellor Kevin Howell. The UCOMM team also proactively and strategically told NC State's story through major media placements for faculty experts, storytelling across owned channels and meaningful engagement with internal and external audiences. Through it all, UCOMM served the needs of campus partners while working diligently to achieve the strategic goals of UA and the university, all with a focus on elevating, protecting and advancing the brand and reputation of NC State.

Here are a few highlights of UCOMM's achievements:

- Media relations efforts garnered 56,182 media mentions of NC State, resulting in a total reach of 12.6 billion readers/viewers (up from 11.1 billion in FY24) for a total advertising value of $127.6 million.
- Secured prominent media placements in the *New York Times*, *Washington Post*, *Wall Street Journal*, *USA Today*, *LA Times*, *Newsweek*, *Time*, CNN, BBC, *PBS NewsHour*, *NBC News*, *CBS News*, *ABC News*, *Fox News*, NPR, *The Atlantic*, *Fast Company*, *Forbes*, *Chronicle of Higher Education*, *Inside Higher Education* and many more.
- The Social Media Hub's social media channels achieved the following performance metrics:
    - 52,748,785 impressions (+62.9% over last year)
    - 142,347 shares (+46.2%)
    - 1,241,442 followers (+11.5%)
- NC State's central social media accounts ranked No. 28 in the nation (up 40 spots from last year) based on engagement and audience size.
- *NC State* magazine won three national CASE 2024 Circle of Excellence Awards and 11 CASE 2024 District III Awards.
- The ncsu.edu website garnered 7.45M pageviews, 4M users and 6.3M sessions.
- Provided regular strategic planning, drafting and review for scripts, letters, talking points and other communications for university leaders around a variety of

high-stakes, high-visibility issues, including facilities, federal policy changes and campus safety.

- Contributed to and drove the creation of 50+ Annual Giving campaigns through messaging, graphic design, video and other support.
- Highlights for Day of Giving 2025:
    - Led or collaborated in leading all aspects of messaging, email strategy, advertising, project management, creative design and social media for Day of Giving.
    - Edited, built, scheduled and sent 175 emails for this year's Day of Giving, resulting in email being the No. 1 driver of online gifts for Day of Giving for the seventh consecutive year, with a total of $587,160.31 raised from 4,195 total donations.
- UCOMM participation in UA strategic plan workgroups:
    - Led creation of a refreshed brand platform, brand architecture and visual identity as part of the UA strategic plan.
    - Launched an updated NC State brand site (brand.ncsu.edu) as part of the universitywide rollout of the refreshed brand.
    - Participated in a workgroup to develop guidelines for the use of AI and machine learning in UA as part of the UA strategic plan.
- UCOMM-led training and professional development initiatives:
    - Led 61 employee training sessions covering communications topics such as social media, media relations, crisis communications, writing with a strategic voice and tone, and the NC State brand.
    - Provided over 725 hours of web-related training workshops.
- Published 43 issues of the Bulletin faculty/staff newsletter, with open rates remaining steady year over year at about 70% (twice as high as the peer benchmark of 35%) and click-through rates remaining steady year over year at about 12% (four times higher than the peer benchmark of 3%).
- Developed and implemented new engagement strategies for the *NC State* magazine website, resulting in a 20%+ increase in story views.
- Highlights for UCOMM's Office of Strategic Brand Management:
    - Generated record-high annual revenue totals for the fourth consecutive year—and over $3M for the first time ever—through trademark licensing, brand collaborations and sponsorships.
    - Released the fourth officially licensed wine in the Hallowed Places Collection, featuring Lake Raleigh Woods.
    - Reviewed and acted on over 9,000 trademark licensing design submissions and 100 new license requests.