

The
Campus
Campaign

for West Virginia University

Your Passion ♡ Your University ♡ Your Gift

1. **MISSION STATEMENT**

To inform, educate and solicit private funds from faculty and staff to financially strengthen West Virginia University's students, faculty, staff and programs through annual giving.

2. **VISION STATEMENT**

The Campus Campaign for West Virginia University goal is to actively encourage faculty and staff members to support areas of their interest. Through their private support of the University, employees are a part of creating change and progress designed to make a difference in the lives of many.

3. **CALENDAR**

**This calendar illustrates scheduled and anticipated dates related to the execution of this plan. Please note that these dates are subject to change.*

January:

- Preparing and planning the Campus Campaign plan which outline the following: Mission Statement, Vision Statement, Calendar, Forms of Solicitation, Ways to Give, Marketing and Communications, Budget, Campaign Leadership and Contact Information.

February:

- Brainstorming new design for front of the brochure.
- Contact MP&B about ordering materials and recognition items.
- Meeting on **Feb 15** with Health Sciences Annual Fund directors Susan Trantham and Lori Mugnano to discuss 2010-2011 Campus Campaign plan.
- Contact Faculty Senate and Staff Council Chairs about solicitation letters

March:

- Meeting on March 9 with Bill Nevin to discuss communications plan and strategies
- Finish any materials or items that need completed before the campaign kicks off. Kristen will contact each development rep and volunteers to discuss details for the kickoff of the campaign.

- All packets with materials will be distributed to all Development Officers the week of **April 5**. Kristen will distribute materials to Development Officers to hand out to employees.

April:

- **April 9:** Thank You ad in the DA to all donors that participated in 09-10 Campaign

- Campaign kickoff date is **April 12**. E-mails will be sent to announce the kickoff.

- Campaign kickoff breakfast date is **Thursday, April 15** from 8:30-9:30 am at the Erickson Alumni Center. Executive Committee Faculty Senate members, Staff Council members, WVU Foundation Development, Campaign Leadership affiliates, WVU President, Foundation President and 2009-2010 Campus Campaign "1867 Club" donors will be invited.

- Thank You note card will be sent weekly to any Faculty or Staff that gave to the Campus Campaign.

- Monthly email updates will be sent from D.O's to each unit.

June:

- Goal is to have most gifts/pledges in by June 1st so Gift Processing can process all gifts/pledges before the end of the fiscal year. *(Please note that any gift/pledge/payroll deduction made by any Faculty or Staff will during the fiscal year (July 1- June 30) counts in the Campus Campaign totals).*

- Thank You note card will be sent weekly to any Faculty or Staff that gave to the Campus Campaign.

July:

- Final report will go out to all Faculty and Staff via email. This will display total dollars and all gifts, pledges, and payroll deductions for the fiscal year. Total numbers will also be on the Campus Campaign website.

4. FORMS OF SOLICITATION:

A. Solicitation Phase

The Solicitation Phase will occur **April 12-June 1** for all full-time employees of WVU and its affiliates. The Solicitation Phase will be unit-based and the responsibility of the lead development officer and volunteers for that unit.

1. An endorsement message will be in the solicitation brochure to be by the Faculty Senate chair or Staff Council chair. A separate letter from each School/College dean will be attached in the brochure. The purpose of the letter is to have a list of priorities for each individual School/College in hopes that Faculty and Staff will give to those priorities. *(It's important to note that development officers and/or volunteers will be charged with marketing the campaign for their School/College/Unit)*

B. Solicitation Strategies

A solicitation brochure and buckslip will be the main strategy for soliciting all Faculty and Staff employees. In all instances where it is possible, Development Officers are encouraged to personally solicit any Faculty and Staff in their unit. The Campus Campaign for West Virginia University should be addressed at staff and faculty meetings and cultivation events. The WVU President and Foundation President should stress the importance of the campaign and encourage participation of all employees.

5. WAYS TO GIVE:

- A. Payroll deduction (\$3 dollar minimum per fund and pay period)
- B. Outright gift
- C. Pledge

6. MARKETING AND COMMUNICATIONS:

1. Brochure

- Background information about the campaign, Q&A's, and a perforated pledge card with BRE envelope.
- Letter from the Dean of the School/College discussing some priorities to encourage Faculty & Staff to give to
- Brochure will have a collage of Faculty & Staff

2. Poster

- Poster will have a collage of Faculty & Staff and information on how to give to the campaign

3. Faculty and Staff Spirit

- A feature story on a selected faculty and/or staff member from the University. Information on the campaign will also be included in this piece.

4. DA Advertisements

- Thank You ad on April 9
- Advertisement week of April 12 and week of April 26

5. E-mail Communications

- All Development Officers are encouraged to send emails to their units F&S, providing updates and other useful information.
- Kickoff email to introduce Chairs and Campaign D.O.'s and volunteers
- Campaign updates will be sent to all F&S using BBNC.

6. Press Release

- The press release will describe the campaign and how to give. Bill Nevin, Director of Communications, will send out the press release to all local media outlets.

7. Banner

- Banner will be displayed on PRT track over Jerry West Blvd

8. Websites

- **The Campus Campaign for West Virginia University**
 - www.TheCampusCampaign4WVU.com
 - Overview of campaign and funding priorities
 - Q&A
 - F&S video profiles
- **WVU Foundation**
 - Information on the campaign and an online giving form
- **West Virginia University**
 - Information on the campaign and link to the campaign and Foundation website so employees can give online.

9. Unit Concentrations

- Units are encouraged to publicize and promote the campaign throughout their unit.

- a. Presentation at meetings
- b. Internal e-mails
- c. Bulletin Board displays
- d. Letter of support from dean or unit head
- e. Poster display

7. **RECOGNITION:**

- A. All donors will receive a signed Thank You note card and Campus Campaign decal
- B. The Country Roads Club:
 - Any donors that makes a gift of \$240 or more (\$10 per pay or more if using payroll deduction)
- C. The Gold and Blue Club:
 - Any donors that makes a gift of \$360 or more (\$15 per pay or more if using payroll deduction)
- D. The 1867 Club:
 - Any donors that makes a gift of \$480 or more (\$20 per pay or more if using payroll deduction)

Units/Departments will be encouraged to hold “Thank You” receptions for donors within that department including prizes for “Earliest”, or “Most Generous” donation or random drawing for all participants.

8. **CAMPAIGN LEADERSHIP**

■ **2010 Faculty Senate Chair**

Nigel Clark
College of Engineering & Mineral Resources

■ **2010 Staff Council Chair-**

Jo Morrow
College of Business & Economics

■ **WVUF Development**

**Volunteers for each School/College/Unit are TBD*

Davis College of Agriculture, Forestry & Consumer Sciences- Vicki Ginn

Eberly College of Arts and Sciences- Bonnie Fisher

Athletics- Frank Oliverio

Business and Economics- Brenda Walker

Creative Arts- Bill Coates

Extension Service- Julie Cryser

Engineering and Mineral Resources- Gina Buckhalter (CEMR Asst)

Health Sciences- Lori Mugnano

Human Resources and Education- Jennifer Morgan

Perley Isaac Reed School of Journalism- Luella Gunter

College of Law- Valerie Hunt

Libraries- Monte Maxwell

College of Physical Activity & Sports Sciences- Kimberly Cameon

West Virginia University Foundation-The University Fund- Kristen Larrick

9. CONTACT INFORMATION

Questions, comments, or requests regarding The Campus Campaign for West Virginia University can contact The University Fund at **CampusCampaign@wvuf.org** or at 284-4000. School and College Development representatives can also be contacted.