Institutional Advancement

JIM CAWLEY, VICE PRESIDENT
The purpose of philanthropy is to improve the quality of the core programs of Temple University. Without these functions, there is no university. Advancement is critical to the future continued success of Temple University.
Who is Jim Cawley?
Last Year at a Glance
Last Year at a Glance

Total Dollars Raised: $97,975,180*
Goal: $86,200,000
Previous Record: $90,600,000

*New Temple record!
Last Year at a Glance

Building a Culture of Philanthropy with Temple Leadership

- Council of Deans
- President’s Cabinet and Senior Advisors
- Provost and Vice Provosts
- Institutional Advancement (IA) Staff
Last Year at a Glance

Temple Toast | 24-hour Day of Giving on April 26, 2018

- Total Donors: 1,753
- Total Donor Goal: 1,350
- Total Dollars Raised: $242,575
- Total Dollars Goal: $120,000
Last Year at a Glance

Reimagining Alumni Engagement

Fiscal Year 2017 Alumni Participation: 7.12%
Fiscal Year 2018 Alumni Participation: 6.66%
Vision for the Future of IA
Vision for the Future of IA

Fiscal Year 2019 Goals:

- Total Dollars to be Raised: $88.1 million
- Unique Engaged Alumni: 27,500
- Alumni Donors: 21,000
Vision for the Future of IA

Long-Term Goals:

• Create a Cultural of Philanthropy at Temple by making IA mission critical.
• Continue discussion and preparation for a possible comprehensive campaign.
• Continue to build a fundraising program that achieves and sustains continuous growth in giving.
• Continue efforts to grow alumni giving to 10%.
Vision for the Future of IA

Developing a Culture of Philanthropy:

- President, Board and leadership must be invested and help guide the process
- Advancement must be mission critical
- The university must be fully committed to a culture of philanthropy
- Fundraising goes beyond IA – it needs to be viewed as a university effort
Vision for the Future of IA

Comprehensive Campaign:

Campaigns help to focus the university’s priorities and its advancement functions, motivate its constituencies, and create a sense of urgency for all aspects of advancement.
Vision for the Future of IA

Building a Successful and Sustainable Fundraising Program:

- Strengthen relationships between schools/colleges and IA
- Reinvigorate and rethink the Annual Fund
- Invest in Advancement Services
Your Role in the Future
Your Role in the Future

Developing a Culture of Philanthropy:

• Commit to, invest in, and help guide process of developing a sustainable Culture of Philanthropy
• 100% BOV Participation
• Encourage and foster new fundraising opportunities
• Guide future funding priorities
Questions
THANK YOU!

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