

To: USU Faculty Senate
From: Lee Roderick
Director, Annual Fund
12/12/05

USU Family Fund

The Faculty/Staff Campaign at Utah State University FY 2006

Plan: Inaugurate an annual campaign inviting faculty, staff, and retirees to contribute financially to the University.

Goal: Strengthen the campus culture of giving.

Approach: Thank current donors; encourage others to contribute.

Priority: Increase the number of personnel giving.

Co-chairs: Janis Boettinger
Marsha Howell
Milt Johnson
Max and Karen Peterson

Staff: Lee Roderick

Overview

Many colleges and universities have formal, ongoing campaigns encouraging their own faculty and staff, and retired faculty and staff, to contribute financially to their schools. (Institutions in Utah with annual campaigns include the University of Utah and Brigham Young University.) Utah State University will begin an annual program early next year – from February 15 to March 31, 2006.

Approximately one-third of current personnel donate financially to Utah State. Our hope is that these individuals will increase their gifts, and that many other personnel will begin donating. Gifts can go to any USU program designated by the giver, including his or her own college or department. Contributions can be made in various ways, ranging from one-time gifts to payroll deductions.

We plan to mail letters to current personnel and retirees early in February. Included will be pledge cards listing areas of need, and payroll deduction forms. There will be appropriate follow-up from then until the end of the campaign on March 31. The approach will be encouragement, not arm-twisting. Those currently

contributing to the University and those who begin contributing during the campaign will be invited to a nice thank-you reception in April.

This proposal was presented to and approved by the Development Advisory Committee, comprised of several deans and other campus leaders.

Why give?

In addition to daily contributions of energy and time, a financial contribution is an important way for us as faculty and staff to invest in Utah State University and show confidence in its future. When the University's own employees donate, it is easier to make the case to alumni, friends, foundations, and others why Utah State University is a good investment for them as well.

Most of us went without raises for several years recently, and, with enrollment down, USU budgets are tight again this year. Tight budgets make it *more* important for us as individual faculty and staff members to do what we can to help maintain the quality of our programs. Every gift, no matter the size, is important. Together we can make a major difference in the life and future of Utah State University.