
SUBJECT: Advancement Committee Meeting Report for **May 22, 2024**

In accordance with MGLA Chapter 30A and amended by On March 29, 2023, Governor Healey signed Chapter 2 of the Acts of 2023, which amongst other things, extends the remote meeting provision to March 31, 2025. other things, further extends temporary provisions pertaining to the Open Meeting Law to March 31, 2025. Specifically, this extension allows public bodies to continue holding meetings remotely without a quorum of the public body physically present at a meeting location, and to provide "adequate, alternative" access to remote meetings.

In accordance with the Open Meeting Law all votes taken during this meeting, in which a member participated remotely, were by roll call vote.

Present for the committee were Trustee Steve Immerman, Trustee Paul Mattera, Trustee Samantha Morales, President Keenan (ex-officio), Vice President Cheryl Webster Crouse, Assistant Vice President Mandy Ray, and Executive Assistant Hai Huynh.

Trustee Immerman, on behalf of Trustee Lampassi Jr. (chair), called the meeting to order at 3:01 p.m.

Meet the Moment Campaign Update (*presentation attached*)

VP Webster Crouse submitted a written report on Advancement including a report on fundraising as of April 30, 2024 for the committee's review prior to the meeting.

Webster Crouse provided an update on the *Meet the Moment*[™] campaign. She reported that \$1.2 million has been raised since the committee last met and has raised a total of \$43,419,155 as of May 20, 2024. A typical progression of campaigns consists of years when larger gifts are received and years when they are not. The Advancement team participated in an exercise to identify donors who could potentially give \$1 million or more. The potential range of outcomes is between \$34,500,000 and \$44,500,000. The campaign prospect projection ranges from \$77,919,155 and \$87,500,000.

VP Webster Crouse welcomed AVP Ray and thanked her, and Lori Boudo, Director of Leadership and Annual Giving, for their leadership in breaking all records for Viking Warrior Day. VP Webster Crouse also thanked all the members of the Board of Trustees for their support on Viking Warrior Day and then introduced AVP Ray. She reported that the 7th annual Viking Warrior Day had unprecedented success. Several donor challenges provided opportunities for community members to increase their impact across campus. There were 534 donors, represented by 18 different states, 65 classes that resulted in 593 gifts. The total amount raised on Viking Warrior Day was \$786,426. She thanked the Board of Trustees and the Directors of the Alumni Association and Foundation for their participation and contributions.

Upcoming events include Alumni Weekend which will take place on June 7 and 8, 2024. Alumni Weekend events include the alumni awards luncheon, VP Bryant's retirement celebration, and Party on McKeown Plaza (POMP). For anyone interested in registering for the events can visit www.salemstate.edu/alumniweekend.

Lastly, the Alumni Association and Foundation Board's (AAF) annual meeting will also take place during Alumni Weekend on June 8. The board plans to review and vote on the AAF Strategic Plan and Key Performance Indicators (KPIs).

Questions

There being no new business to come before the committee,

A motion was made by Morales, seconded by Mattera, and unanimously voted to adjourn the meeting. Immerman asked for a roll call vote:

Voting in the Affirmative: Immerman, Mattera, Morales

Voting in the Negative: None

Absent: Lampassi Jr. (chair), Maldonado (vice chair)

The meeting was adjourned at 3:12 p.m.

MEET THE MOMENT™

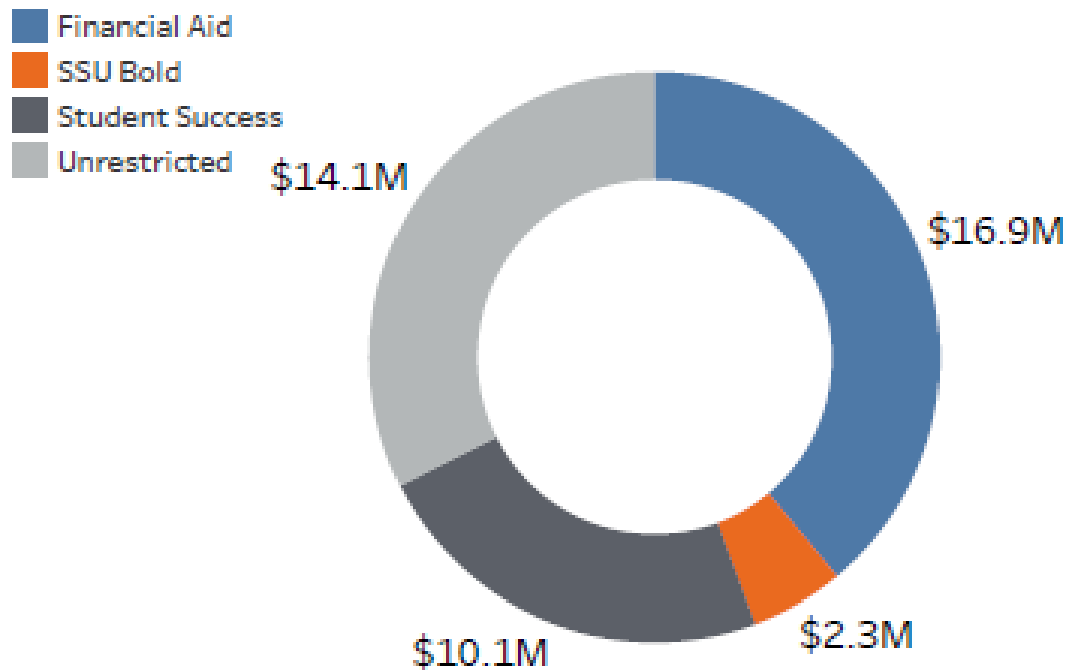
The Campaign for **SALEM STATE UNIVERSITY**

**Advancement Committee
Board of Trustees
May 22, 2024**

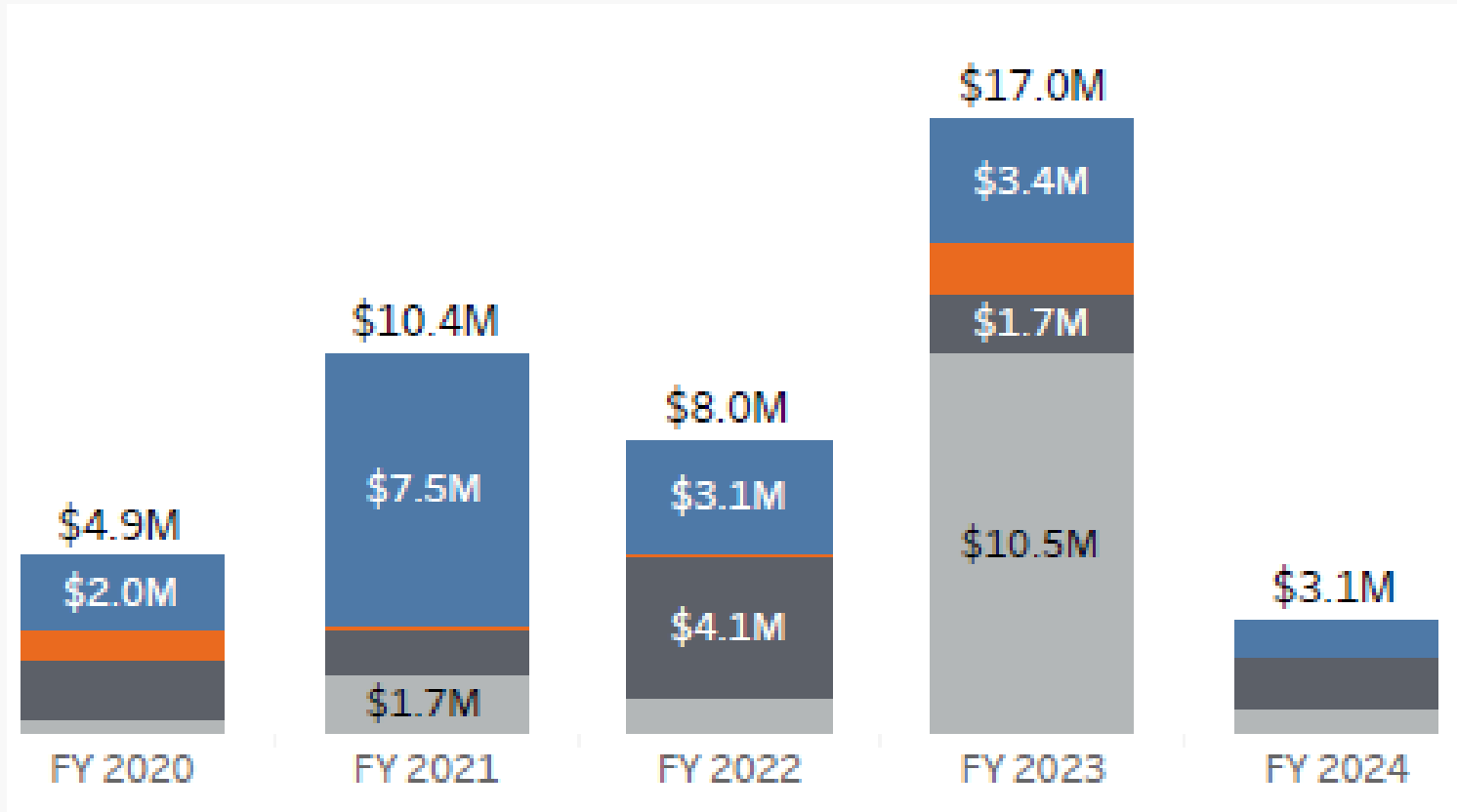
Cheryl Webster Crouse, Vice President, Advancement
Mandy Ray, Assistant Vice President, Advancement

\$43,419,155 raised as of 5-20-24

Campaign Priorities



Campaign Fiscal Year Totals



Campaign Prospects

Prospect level	\$10M+	\$5M+	\$2.5M+	\$1M+
Number of Prospects	2	1	1	2
Potential Gift Range	\$25M-\$35M	\$5M	\$2.5M	\$2M

Potential from \$1 million+ prospects:	\$34,500,000 - \$44,500,000
Total dollars raised as of 5.20.2024:	\$43,419,155
Campaign Prospect Projecting:	\$77,919,155 - \$87,500,000

Viking Warrior Day Success

MEET THE
MOMENT

The Campaign for SALEM STATE UNIVERSITY

#

Donors: **534**
Gifts: **593**
Classes Represented: **65**

VIKING PARTICIPATION

%

Alumni: **43%**
Friends: **23%**
Faculty/Staff: **13%**
Parents: **11%**
Students: **10%**



TOP CAMPUS FUNDS IMPACTED

\$

Unrestricted Annual Fund
Thomas M. Feeley '68 Fund
Viking Soccer Teams
Student Emergency Fund

TOTAL RAISED \$786,426

A special thank you to our challenge donors who provided opportunities for community members to increase their impact across campus:

- Mark Amirault '84
- Albert DiVirgilio '64, '69G
- Richard Durgan '69
- Julie Ellison Palmedo
- Edward Morneau
- John Pastore '94
- Kim Gassett-Schiller '83, '18H and Philip Schiller
- Jean '71 and Richard Walsh and family





Alumni Weekend 2024
June 7-8

Alumni Awards Luncheon
Nate Bryant Retirement
Party on McKeown Plaza



June 8 is the AAF
Annual Meeting

New AAF Strategic Plan
and KPI's associated with
the plan will be voted on



Advancement Brief

The primary focus of our May 22, 2024, Advancement committee meeting will be to update the Board of Trustees on the Meet the Moment campaign, to share information about our record-breaking Viking Warrior Day and share plans for events through the remaining fiscal year.

Advancement Activity

We are happy to report that as of May 13, 2024, we have raised \$43,419,155 towards the *Meet the Moment™* goal. For greater detail, please see the attached fundraising dashboard as of April 30, 2024.

The advancement team, in partnership with donors, secured the following gifts since our March report:

- We received a \$50,000 commitment from Dr. Kathy Sanders including the state endowment match to establish the Ellen Flowers Scholarship for Aspiring Psychiatric Nurses.
- A gift of \$150,000 from retiree, Don Ross, \$100,000 for Donald F. Ross Jr. Endowed Scholarship for International Students and \$50,000 for Arlene Greenstein and Donald Ross Education Abroad Scholarship
- The Davis Educational Foundation made a \$274,274 commitment to support the STEM redesign team project.
- We received a \$307,431 gift from Arlene Frances Nihan '54 in support of Internship Scholarships.

On May 1-2 we hosted our seventh annual Viking Warrior Day giving day, resulting in a record-breaking total raised of \$786,426 through 593 gifts and from 534 donors. A more detailed update will be provided in the committee meeting.

We also unlocked the State Endowment Match early and have made a submission for reimbursement to the DHE for a total of \$555,555.

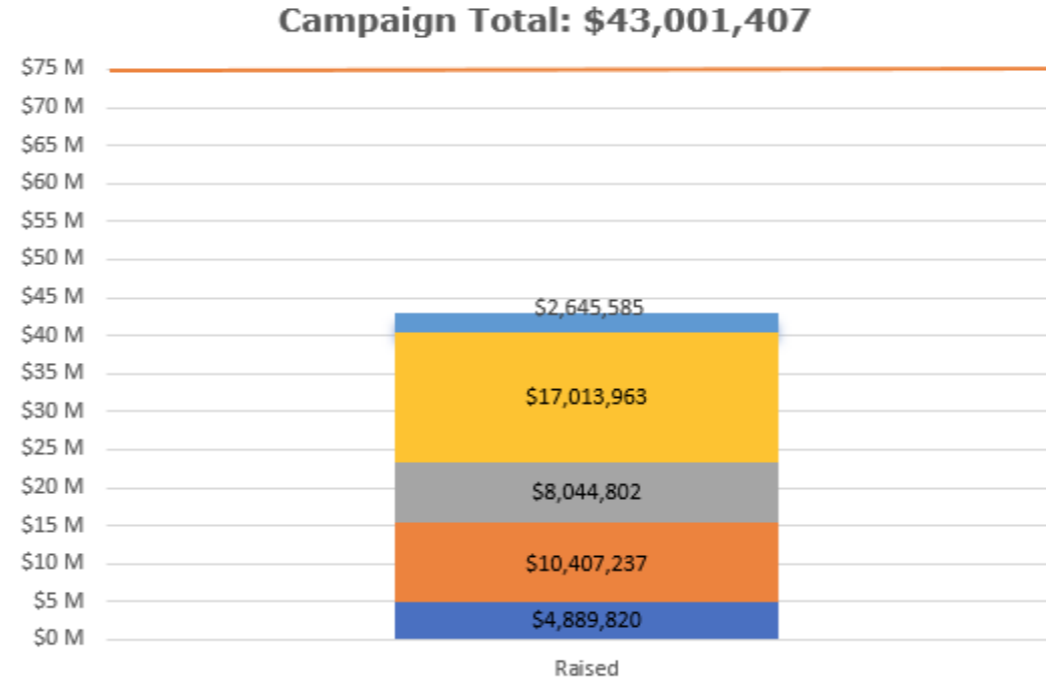
The inaugural Internship Scholarship fundraiser held on April 9, 2024 raised \$226,300.

Efforts are underway to raise money for the Bryant Family Student Emergency Endowment to honor long-time employee and double Viking Nate Bryant '87, '93G, vice president for Student Success.

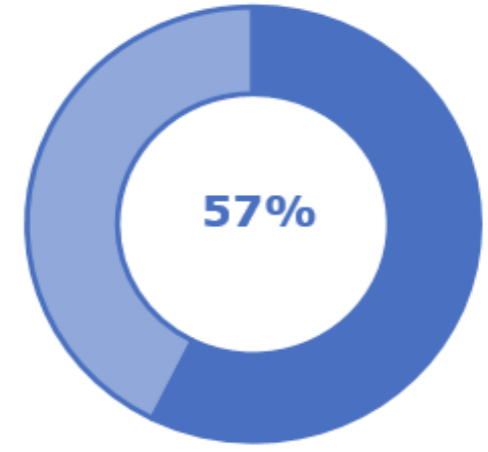
Monthly Fundraising Dashboard Fiscal Year 2024
April 30, 2024

FY24 Totals: 7/1/2023 - 4/30/2024

Dollars:	2,645,585
Donors:	1,588
Donations:	1,932
Median Gift:	\$84
Avg. Gift:	\$1,369



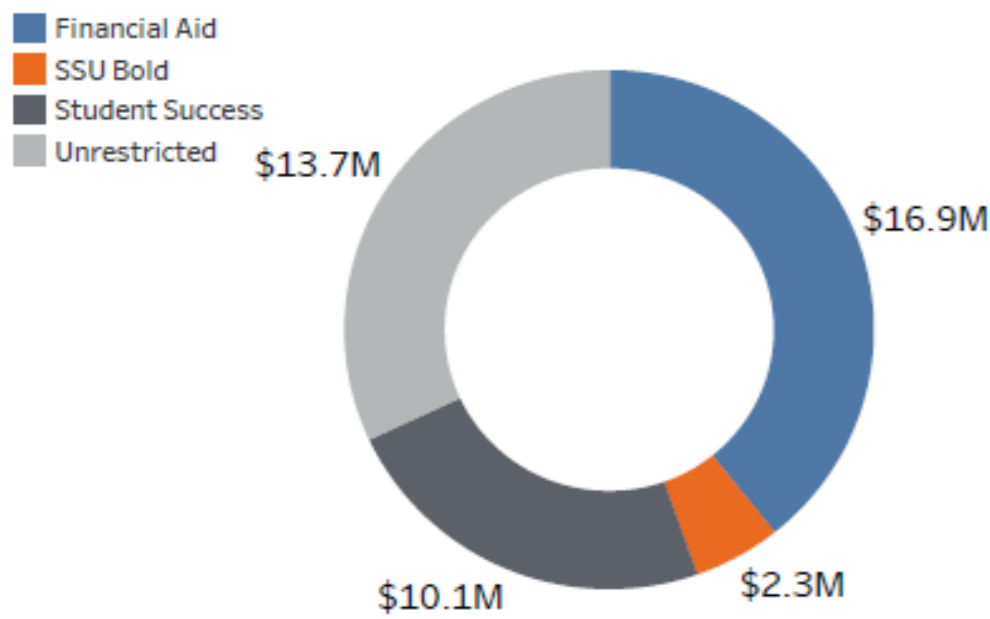
Campaign Progress



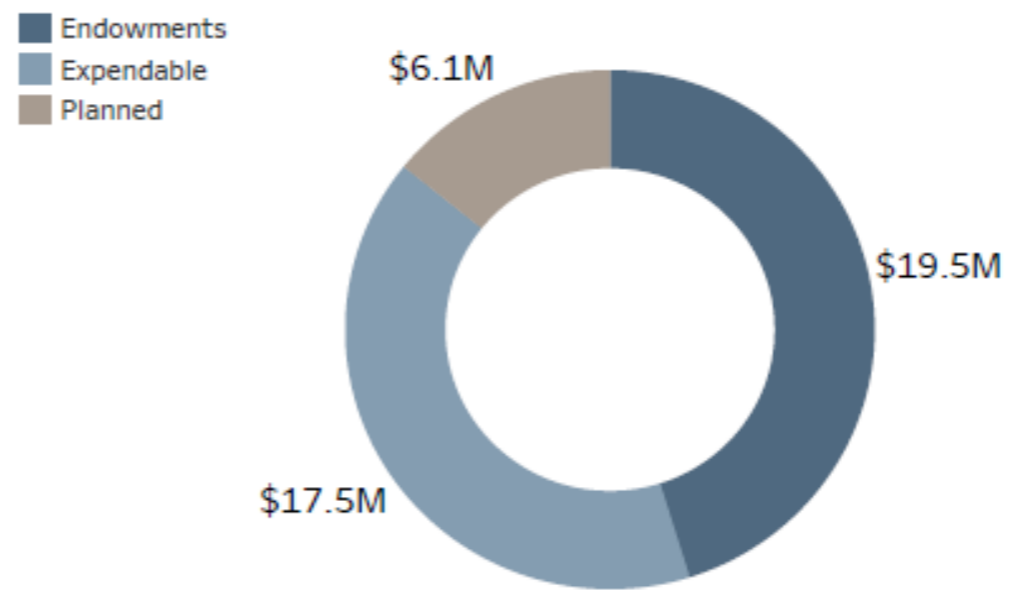
Donors	Donor Base FY24	Donors Retained	% Retained
Retained from previous year	2,697	847	31%

Total: \$43,001,407 **Fundraising Analytics**

Campaign Priorities



Endowed, Expendable, and Planned



University Fundraising Priority	Goal	Total Raised	Balance	% to Goal
Financial Aid	\$20,000,000	\$16,880,409	\$3,119,591	84%
Student Success	\$25,000,000	\$10,068,170	\$14,931,830	40%
SSU BOLD	\$10,000,000	\$2,313,225	\$7,686,775	23%
Unrestricted	\$20,000,000	\$13,739,603	\$6,260,397	69%
Campaign totals	\$75,000,000	\$43,001,407	\$31,998,593	57%

Gift Type	Goal	Total Raised	Balance	% to Goal
Endowment	\$30,000,000	\$19,453,973	\$10,546,027	65%
Spendable	\$30,000,000	\$17,452,534	\$12,547,466	58%
Planned Gifts	\$15,000,000	\$6,094,900	\$8,905,100	41%
Total	\$75,000,000	\$43,001,407	\$31,998,593	57%

Board Giving

Volunteer Board	Total Campaign Giving	Annual Unrestricted FY24 Participation
Board of Trustees	\$3,566,637	38%
AAF Board	\$8,340,720	19%
Campaign II Steering Committee	\$9,963,329	16%