



Fundraising Report November 17, 2023

Agenda Item #1: Dashboard

Information

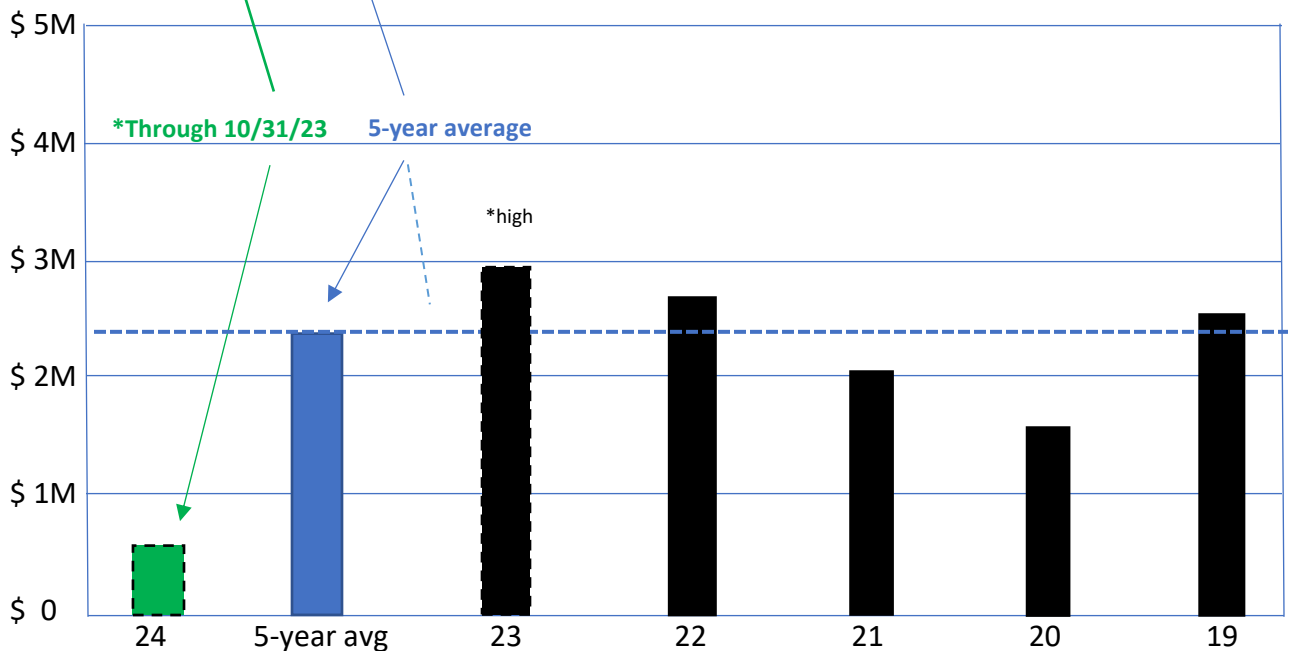
Action

Discussion

Purpose: The dashboard below compares **current fiscal year fundraising** to the previous five years by quarter. The **five-year average** is also included for comparison.
 Note: Financial data follows CASE industry standards and represents cash gifts, and documented pledges and estate gifts.

Dashboard 1 ~ Total Fundraising Five Year comparison: Year to Date (YTD) by Quarter (Q#)

Fiscal Year (7/1 – 6/30)	To date 2024	'19 – '23 5-year avg	2023	2022	2021	2020	2019
YTD							
July - Sept Q1	\$277,550	530,159	450,901	586,835	618,111	431,637	563,309
Oct – Dec Q2	\$241,543	622,778	289,855	1,347,312	311,982	753,192	411,550
Jan – Mar Q3		521,845	530,640	573,531	513,088	472,013	519,951
Apr – June Q4		716,981	1,643,509	198,225	593,960	35,917	1,113,295
Total	519,093	2,391,763	2,914,905*	2,705,903	2,037,142	1,692,759	2,608,105



Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A



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Agenda Item #2: Major Gifts Update

Information

Action

Discussion

Background:

Major Gifts are defined by LSSU Advancement as gifts received in excess of \$10,000. The following summary represents the recent major gift activity in support of the University’s current key initiatives since the September meeting.

A \$15,000 gift was made designated to a named endowment in support of students majoring in business management, marketing, finance & economics, teacher education, or criminal justice-law enforcement

The Michigan Charter Boat Association made a gift of \$25,000 establishing their named endowment the MCBA Fisheries Scholarship, and \$1,000 to support a 2024-2025 scholarship award.

A matching gift from Boeing in the amount of \$10,000 was received from an engineering alumnus gift, designated to the School of Engineering and Technology.

Matthew & Lisa Ritter made a gift of \$25,698 to establish an endowment in their names. The endowment will support geology student research.

Soo Co-op Credit Union pledged \$30,000 to name the Career Services Resource Center the Soo Co-op Credit Union Career Services Resource Center. The gift establishes a \$25,000 endowment, plus \$5,000 for immediate use. Support is for the Career Fair, Seamore’s Closet, Career building/Academic Success workshops, and outreach programming in the Library, i.e. Honoraria to bring in speakers, refreshments for events, and equipment.

Suggested Action/Motion:

No Action Required

President’s Recommendation:

N/A



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Agenda Item #3: Great Lake State Weekend

Information

Action

Discussion

Purpose:

This agenda item provides a post-event summary of the LSSU Advancement Alumni Relations activity, Great Lake State Weekend.

Great Lake State Weekend

October 13-14, 2023

Great Lake State Weekend took place October 13th-14nd and it was a resounding success! The event saw members of the community, along with past, current, and future Lakers on LSSU's campus enjoying the many events that took place during the weekend. Highlights included the recognition of five accomplished alumni – Alumni Award recipients Dr. Ashley O'Dwyer '13, Dr. Anita Saluja '02 and Doug Weight '91; and Athletic Hall of



Fame inductees Mark Vermette '88 and Kelly Gerritsen-Michano '89. Other events included LSSU Hockey vs. the University of Alaska Anchorage, post-game movie on ice, a reception celebrating 25 years of Engineering and 75 years of Engineering Technology at Lake State, a 5k Fun Run, Miss Michigan Mermaid in the pool, an oozeball tournament, a pre-game Board of Trustees Tailgate Party with music, food and drink, bouncy houses, unicorn rides, games and face painting!

L to R – Dr. Lynn Gillette, Dr. Anita Saluja – Shouldice Award, Doug Weight – Outstanding Alumnus Award, Dr. Ashley O'Dwyer - Ripley Young Alumni Award, Kelly Gerritsen-Michano – Hall of Fame, and Mark Vermette – Hall of Fame.



A SOLD OUT crowd visits before the Alumni Awards and Hall of Fame Event.



Oozeball tournament winners!



Miss Michigan Mermaid



Unicorn rides



5K Fun Run



Laker Mascots through the years!



Pre-game Trustees Tailgate in the SAC. Over 425 people attended the event this



Ceremonial puck drop with Mark Vermette '88 and Doug Weight '91



Student Section cheering on our Lakers!



LSSU Lakers vs. University of Alaska-Anchorage



On-ice recognition of our Alumni Award recipients and Hall of Famers during the 1st intermission of the Saturday night hockey game between LSSU and Alaska-Anchorage. L to R – Seamore, Mark Vermette, Kelly Gerritsen-Michano, Ashley O’Dwyer, Anita Saluja and Doug Weight.

Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A



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Agenda Item #4: Annual Fundraising & Alumni Relations Update

Information

Action

Discussion

Purpose:

This agenda item provides a summary of the LSSU Foundation’s recent Annual Fundraising and LSSU Alumni Relations activities.

Background:

Annual Fundraising activities provide financial support for University initiatives and assist in the identification of potential major gift donors. Alumni Relations activities and communications facilitate the initial engagement of alumni and friends to LSSU beginning the cultivation process for joining the Alumni Membership Program and potential future giving.

LSSU Foundation Annual Fundraising Activities:

Laker Club and Athletic Related Activity

Fiscal Year	Gross Revenue	Number of Donors
2023-24 (YTD Through 10/25)	\$31,627	59
2022-23	\$49,802	85
2021-22	\$54,411	113
2020-21	\$50,855	103
2019-20	\$51,952	129



Launched two new programs to support annual giving through Laker Club

- Pledge Per
 - New program for men’s and women’s basketball, men’s and women’s ACHA Hockey, and D1 hockey that supporters can pledge per goal and assist (hockey), and pledge per rebound or 3-pointer (basketball).
 - Total donors and donations will not be included until the end of the season.
 - Early returns show 10 new annual fund donors, and we are projecting an additional \$1,500 raised.

- Laker Meal Sponsor Program
 - Starting with hockey, alumni can now sponsor a team meal on the road. Donors receive recognition via a social media shout-out thanking them for providing the team road meal. So far \$7,600 has been raised.

Friends of Laker Hockey

This program is going into its second season, and for the second straight year we secured \$10,000 towards Laker Hockey. The program consists of four (4) weeknight sessions in a private setting with the team, and three (3) game night sessions with a behind the scenes experience.



Annual Lake State Golf Classic

The 35th Lake State Golf Classic is slated to take place on Friday, August 2nd 2024, on the heels of a record setting year with the first full field since 2008.

Fiscal Year	Gross Revenue	Net Revenue	Golfers	Location
2023	\$52,892	\$35,931	144	Wild Bluff
2022	\$45,450	\$34,315	110	Wild Bluff
2021	\$41,686	\$34,161	108	Wild Bluff
<i>2020</i>	<i>COVID</i>	<i>COVID</i>	<i>COVID</i>	<i>Virtual</i>
2019	\$44,719.53	\$32,326	90	Wild Bluff
2018	\$32,740	\$17,897	76	Gaylord
2017	\$51,082	\$31,671	85	Frankenmuth

Laker Lofts

The LSSU Foundation is responsible for securing loft revenue each year for athletics. While the \$91,200 secured each year is not part of our fundraising dollars/balance sheet, it is an overall benefit to the university, and helps foster relationships that have resulted in additional fundraising and sponsorship dollars for the university. Currently there is a 10+ person waiting list for lofts.

Alumni Association

Events



VS



Lakers at MSU Saturday, 10/7/23

LSSU hockey traveled down to MSU to take on the Spartans on Saturday, October 7th and Sunday, October 8th. On Saturday, October 7th we hosted a pre-game event at the Jolly Pumpkin in East Lansing and had approximately 50 attendees. Outside of exposure and

interaction with alumni and supporters, the event resulted in over \$1,000 in direct donations, in addition to an on-going estate gift conversation with one of the attendees.



VS



LSSU Men’s Basketball at Eastern Michigan Friday, Dec 1st:

On Friday, December 1st LSSU Men’s Basketball will play at Eastern Michigan University in Ypsilanti, MI. Pre-game, we will be hosting a pre-game alumni event at Aubree’s in Ypsilanti. For more information on purchasing tickets and to register for the pre-game social visit:

<https://alumni.lssu.edu/lssu-vs-emu/>



Lake State Night at the Griffins, December 15th:

The weekend of December 15th, we will be hosting Lake State Night at the Griffins, and the next night LSSU Hockey will be taking on Ferris State. LSSU Night at the Griffins will include a pre-game event at Peppino’s in Downtown Grand Rapids, and the first 70 to purchase tickets to the game will receive an LSSU/Griffins Co-Branded Pint Glass. For more information on purchasing tickets and to register for the pre-game social visit:

<https://alumni.lssu.edu/lake-state-night-at-the-griffins/>



VS



LSSU at Ferris State Saturday, December 16th:

In conjunction with LSSU at Griffins on 12/15/23, LSSU hockey will travel down to take on Ferris State in hockey. Puck drop will be at 6:00pm. Details are TBD. To purchase tickets visit:

<https://alumni.lssu.edu/lssu-at-ferris-state/>



Lake State Night at the Red Wings 2/10/24

Lake State Night at the Red Wings was once again a resounding success in 2023. 243 people attended the game, with 71 registering for the pre-game event hosted inside of the arena.

Seamore made an appearance, and it was a great way to expose Lake Superior State University to almost 20,000 fans. This year’s event will take place on February 2, 2024, as the Detroit Red Wings face off against the Vancouver Canucks! The game starts at 1pm. Included with each ticket is a co-branded LSSU and Red Wings jersey. The pre-game social will take place inside Little Caesar’s Arena at the UWM District Market from 11:30am to 1pm. \$5/ticket will once again be donated back to us.

Pre-game event registration: <https://alumni.lssu.edu/lake-state-night-at-the-red-wings/>

Game Tickets: <https://fevo-enterprise.com/event/LSSU>



Lake State Night at the Pistons – 2024 - Date TBD

Our first Lake State Night at the Pistons was also a success, and gave LSSU momentum to build off of for future events. 63 people attended the game, with 23 registering for the pre-game event. Fans will once again receive a co-branded quarter-zip for all who attend.



Lake State Night at the Tigers – 2024 – Date TBD

LSSU Night at the Tigers is an annual event, with our last outing having taken place on July 22, 2023, against the San Diego Padres. A portion of each ticket sold from the event goes back to support Laker Student Athletes, and we received to \$275.



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Agenda Item #5: Contributions to the Strategic Plan

Information

Action

Discussion

Purpose:

The purpose of this submittal is to provide a summary of the linkage between the LSSU Foundation and LSSU Alumni Relations activities with the University's strategic plan.

Background:

The LSSU Board of Trustees approved a five-year strategic plan entitled; *Superior Education, Superior Experience, Superior You* at a special board meeting on April 24, 2020. This strategic plan will serve as a road map guiding our activities in support of the applicable strategies during this period.

2.3.1 Increase the number of annual and endowed scholarships targeting students from disadvantaged financial backgrounds.

Ongoing work with Deans, faculty and staff to encourage a coordinated effort around philanthropic outreach to increase scholarships, endowments and proposals in support of the LSSU Strategic Plan.

- This quarter, there are two new endowments – the Matthew and Lisa Ritter Geology Research Endowment and the Michigan Charter Boat Association Fisheries Scholarship Endowment.

Matthew Ritter is a 2000 LSSU Geology alumnus and his wife Lisa is an attorney. The purpose of the endowment is to provide financial assistance to current and future Geology students in support of their undergraduate research and for the opportunity to present their work at conferences while attending LSSU. This endowment is the first of its kind at LSSU.

The MCBA created an annual scholarship at LSSU in 2018 to provide financial assistance to a student majoring in the LSSU Fisheries and Wildlife Management or Biology program, with a focus on fisheries. To date, five students have benefitted from their annual scholarship support. With their generous gift presented this past October they have now created an endowment so that their scholarship will be awarded into perpetuity.

- To date for FY24, 39 gifts to annual scholarships and endowments have been made totaling \$139,489.42.

2.3.5 Increase and maintain a funding source for student emergencies.

The Bud Mansfield Student Emergency Fund is an ongoing fundraising priority for LSSU. On Giving Tuesday, this November 28, 2023, the focus will be on support for the Bud Mansfield Student Emergency Fund.

The new Soo Co-Op endowment will in part support Seamore's Closet, a food-bank available to all students at no charge.

2.3.6 Increase grant support to benefit students from socioeconomically disadvantaged backgrounds.

Giving Tuesday (November 28, 2023) has historically benefitted the Bud Mansfield Emergency Fund. Established in 2001, the fund assists under-resourced students in times of need. Many times, these funds can be the difference between staying enrolled, and leaving Lake Superior State University.

2.4.2 Increase communications highlighting successes, accomplishments, and key initiatives of students, faculty, staff, and alumni across multiple platforms and when possible invite community participation.

Campus Highlights 2021-22 was created and distributed in coordination with MarComm which will highlight LSSU successes.

The summer edition of the Laker Log e-magazine was released on September 2023, with the next issue due in early December 2023. Laker E-ffect e-newsletters are released monthly, highlighting campus news/initiatives and highlighting alumni success.

3.2.14 Review the organizational structure of the University Foundation and reorganize it for maximum fundraising effectiveness.

Transferred authority to award faculty and student grants to Provost, connecting strategic plan with academics and philanthropy.

Provost and Deans are now part of the Alumni Award selection committee.

Provost, Deans, Marketing, and Student Affairs are now part of GLSW planning.

3.2.15 Develop long-term Foundation fundraising goals in support of University strategic initiatives.

The Vice President of Advancement is currently developing goals for the upcoming fiscal year, including:

- Quantifying and surpassing the number and/or amount of annual major gifts acquired (\$10k+), and the number of new donors acquired annually.
- Developing a process for identifying, vetting, prioritizing, budgeting and coordinating resources needed in support of the strategic plan.
- Monthly meetings are now set up with the Dean's.

- 4.2.1 *Create and share a reference list of key contacts at LSSU and the community for ease of communication.*

Completed

- 4.2.2 *Develop and maintain a promotional system in support of LSSU events and summer activities to broaden exposure, participation, and engagement.*

Work continues with Marketing & Communications to develop campus wide calendar to realize economies of scale to promote and leverage efforts throughout campus.

Invitations to BOT members are going out for special events including GLSW, and the four Detroit professional team games partnering with LSSU.

- 4.2.3 *Increase awareness of LSSU programs that meet regional job market demands and offer future opportunities in step with economic trends.*

Sharing LSSU Career Services information in issues of the Laker Log and on the alumni social media pages.

Career Fair during Great Lake State Weekend.

- 4.5.5 *Enhance the opportunities for alumni and friends of the University to advance the institution with their time and resources.*

Researching and reaching out to top cannabis companies in United States to engage and educate them about LSSU cannabis programs.

Creating social media posts to educate funders on work being done at CFRE to combat global warming.

Shared strategic plan with Alumni Association and Foundation to align their goals with LSSU's.

Secondary Strategies:

- 3.1.3 *Develop a process for review/assessment that ensures expenditures are aligned with institutionally approved plans (e.g. LSSU Strategic Plan, LSSU Master Plan, Housing Master Plan, and Facilities Master Plan).*

Working on process to align philanthropic priorities with strategic plan. Process will require needs to be: Identified, vetted, prioritized, budgeted, and coordinated.

- 3.2.11 *Increase miscellaneous General Fund revenue (e.g. miscellaneous gifts, interest Income, Norris Center revenue, Arts Center revenue, and indirect costs).*

Ongoing

- 3.3.6 *Determine, and then utilize, best practices for communication to distinct constituent groups, including but not limited to prospective and current students, employees, alumni, and community members.*

Laker Club communications will be targeted by sport specific demographics via e-mail, text and social media.

Ongoing social media and email messaging on a variety of topics to employees, alumni and community members.

- 4.1.3 *Assign a liaison to facilitate interaction between LSSU and the community for internship opportunities, job shadowing, and hiring after graduation.*

No update

- 4.2.4 *Work with community partners to create and enact a plan to develop a “college town” atmosphere (i.e. the university pervades the economic and social life of the city).*

President Gillette was a key-note speaker at the 2023 Annual Chamber Luncheon.

The relationship with MyMichigan Hospital and Bay Mills Community College has grown significantly in recent months through individual meetings and a new nursing related partnership between the three.

On Dec 4, 2023, LSSU will host a City Commission meeting for the first time. President Gillette has been invited to speak.

Beginning 2024, LSSU flags will be hung on Ashmun St. and Portage Ave. from July 5 through GLSW.

- 4.5.1 *University leadership will collaborate with local political, business, and community leaders.*

Staff actively involved with Chippewa County Historical Society and Sault Ste. Marie’s Sunrise Rotary.

Advancement team member Andrew Rubinstein is a member of the Sault Ste Marie City Commission.

Interim President Gillette continues to attend many personal and group meetings.

- 5.4.2 *Develop sustainability-related programs and events targeting the community.*

No update.

Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A