
SUBJECT: Advancement Committee Meeting Report for **May 31, 2023**

In accordance with the General Laws of the Commonwealth of Massachusetts, Chapter 30A and amended by Executive Order issued March 13, 2020, suspending parts of the Open Meeting Law to allow public remote participation and participation by the public body remotely, the Advancement Committee of the Board of Trustees met remotely on **May 31 2023**.

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 Trustees Teresa Chisholm, Jim Lampassi (chair), Samanda Morales, President Keenan (ex-officio), Vice President Webster Crouse, Campaign Director Taylor Dunn, and Executive Assistant to Webster Crouse Hai Huynh. Absent from the committee was Trustee Yalile Maldonado.

Trustee Lampassi called the meeting to order at 4:03 p.m.

Advancement

Meet the Moment Campaign Update [Information only]

Vice President Webster Crouse submitted a written report on Advancement including a report on fundraising as of April 30, 2023, advancement activity, alumni and donor engagement, campaign communications, information regarding the 2022 Impact in Action publication, and the Commonwealth Endowment Incentive usage. Recent events included a campus pep rally on May 5, 2023 with 150 attendees and the Meet the Moment campaign launch event on May 6, 2023 with 398 attendees. Trustee Morales attended the launch event and shared her experience. She commented that she could feel the excitement and enthusiasm in the room. VP Webster Crouse shared photos taken by attendees of the launch event and a short video clip of the launch finale. She reported that a total of \$40,103,530 has been raised as of May 30, 2023 with \$16.8 million of that raised in FY23. She announced that the Salem State University Foundation, Inc. Endowment as of April 30, 2023 exceeded \$50 million, the first time in history of the SSUF endowment.

President Keenan thanked the Board of Trustees for their vote made in February 2020 to enter a campaign and a more recent vote made to increase the campaign goal to \$75 million. He thanked VP Webster Crouse, along with the Advancement team and campus partners for their work that culminated in the successful public launch of the campaign.

Questions

There being no new business to come before the committee,

A motion was made by Chisholm, seconded by Morales, and unanimously voted to adjourn the meeting. Trustee Lampassi asked for a roll call vote.

Voting in the Affirmative:	Chisholm, Morales, Lampassi (Chair)
Voting in the Negative:	None
Absent:	Maldonado

The meeting was adjourned at 4:20 p.m.

**Board of Trustees
Advancement
Meet the Moment Campaign Update
Wednesday, May 31, 2023**

*Cheryl Webster Crouse, Vice President of Advancement
and Executive Director of the Salem State University Foundation, Inc.*



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Meet the Moment Launch

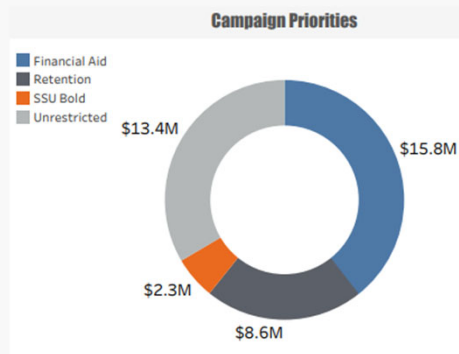


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Meet the Moment as of 5.30.2023

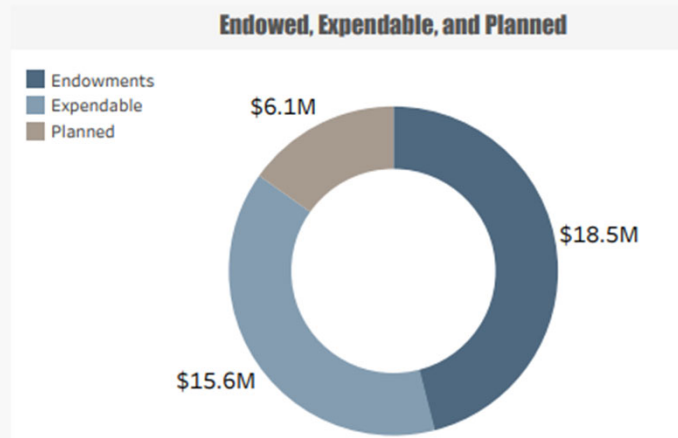
Total raised: \$40,103,530

FY23 Raised to-date: \$16.8 million



3

Meet the Moment: break-down of funds



4

SSUF, Inc. Endowment as of April 2023

First time in our history the Endowment reached \$50 million

Date	Market Value	Donated Principal
3/31/2019	\$30,278,904.95	\$23,014,966.10
4/30/2023	\$50,620,115.51	\$40,549,012.80
\$ increase	\$20,341,210.56	\$17,534,046.70
% increase	67.18%	76.19%

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QUESTIONS

6



Advancement Brief

The primary focus of our May 31, 2023 Advancement committee meeting is to update the Board of Trustees on the Meet the Moment campaign and to share information on the outcome of the unification of the Alumni Association Board of Directors and the Foundation Board of Directors.

Since our March meeting, the primary focus has been incorporating the goal adjustment up to \$75 million into materials and implementing our comprehensive plan in preparation for a successful launch of the *Meet the Moment™* campaign. This included a new campaign microsite, public relations plan, print and digital communications plan, and of course launch week activities that include a campus pep rally, campaign launch celebration and Viking Warrior Day.

Advancement Activity

The team continues to deliver on this campaign. As of May 23, 2023, we have raised \$40,096,530 towards the *Meet the Moment™* goal. For this fiscal year, as of April 30, 2023, we have raised \$16,372,332. Our monthly fundraising dashboard as of April 30, 2023, is attached for greater detail.

The advancement team, in partnership with donors, secured many gifts. Gifts of note and other activity since my March report include:

- A \$200,000 planned gift from Francis Spinale to support the Ruth P. Spinale Scholarship.
- A \$22,000 gift from Pegasus Springs Educational Collective as pilot support for McKeown School of Education's Center for Educational Leadership's professional learning communities, with potential to become multi-year funding.
- Continued engagement with a family foundation around what might become a seven-figure gift to support the School of Social Work.
- Creation of a Project BOLD letter of intent that we prepare to share with top prospects who reflect regional workforce development pipelines.
- Pursuing other new leads with potential family foundations and corporations with strategic alignment.

On May 8-9 we hosted our sixth annual Viking Warrior Day giving day, resulting in \$288,126 raised through 512 gifts and from 484 donors. Top funds supported on that day were the unrestricted funds, athletics (men's and women's soccer) and the student emergency fund. Viking Warrior Day is an opportunity to celebrate what it means to be a Viking. It was our biggest day of giving yet as we took advantage of the momentum from the *Meet the Moment™* launch and incorporated campaign branding throughout the day.

Engagement

A new year of alumni and donor engagement in Naples, Florida included a series of events including a soft launch of the *Meet the Moment*[™] campaign hosted by Phil '19H and Joanne '68, '19H Ricciardiello. Advancement student employee and first-year nursing major Evie Holden stole the show following enthusiastic remarks from President Keenan and the evening's hosts. The event resulted in 64 attendees, 10 of which were new to our events and several individuals declaring their interest in donating to the campaign.

The *Meet the Moment*[™] campaign was introduced in another regional pre-launch event hosted by foundation board member and campaign co-chair Kim Gassett-Schiller '83, '18H was held in San Francisco, CA. We welcomed 23 attendees, 73 percent of which were newly engaged through the event.

The launch week activities introduced the campaign to a broad audience. Together with their friends and families, 150 faculty and staff attended the campus pep rally the evening before the formal launch. The formal campaign launch event welcome 398 guests, 45 percent of them attending their first event since the campaign began in 2019.

We sent 231 fund reports for fiscal year 2022 (July 1, 2021-June 30, 2022) to donors who created endowed funds (161 reports), donors who have given \$5,000 or more to an endowed fund (67 reports) and those who have created a fund via a planned gift (3 reports).

The **Advancement Ambassadors Program** launched in early April and currently has 44 (50% employees) members. They are a spirited group of students, alumni, community members, and employees of Salem State University who are passionate about advocating for support of the university's funding priorities within their own organizations, communities and personal networks. Throughout the course of the campaign, we will continue to recruit volunteers to serve as ambassadors and we will provide them with the tools, resources and information they need to spread the excellent work happening at Salem State within their own personal networks. You may also [sign up](#) to participate and be eligible for gifts, prizes and complimentary access to events.

Campaign Communications

Meet the Moment[™] campaign launch week communications include:

May 4

- *Meet the Moment*[™] campaign and Viking Warrior Day signage displayed on campus

May 5

- *Meet the Moment*[™] webpages went live

May 6

- Media attended the launch event
- Press release distributed
- Emails to the campus community and alumni and friends announcing the campaign
- Case for support distributed to all launch event attendees

May 8

- Salem News front-page feature on the launch
- Billboard on Route 128
- Street sign on Washington Street in Salem
- Exterior signs at South Campus and O'Keefe Center

May 8/9

- Viking Warrior Day emails and social media incorporate the *Meet the Moment*[™] theme. A series of 12 emails and 24+ social media posts, including live streams, will help to spread the word of the campaign.

In conjunction with the launch, all employees of the university received the *Meet the Moment*[™] case of support which serves as the marquee promotional piece for the campaign and highlights the funding priorities. This mailing included a letter co-signed by campaign steering committee members who are employees. The appeal introduces campus community fundraising. In addition, the case for support was mailed to all launch event invitees that were not able to attend and will also be mailed later in the summer to prospective Crosby Society donors.

In late May, we deployed the *Meet the Moment*[™] fundraising appeal to all alumni and friends via direct mail, email and social media. The campaign funding priorities were highlighted, and an envelope was included to serve as a vehicle for giving. This appeal was strategically sent to our entire database to ensure that those who may not have seen the campaign advertised in other ways are reached.

Your Impact in Action

The 2022 Impact in Action publication reached 6,642 mailboxes last week, with 872 of those including an insert with a campaign update. Campaign donors, leadership volunteers and employees received the insert. This year, we also dedicated a section of the publication to the foundation's annual report. If you have not received your copy yet and would like to check it out online, [you can find the publication on Issuu](#).

The Commonwealth Endowment Incentive Endowment Usage:

President Keenan has allocated the unrestricted funds in the State Endowment Incentive endowment for FY24 for the following campus priorities:

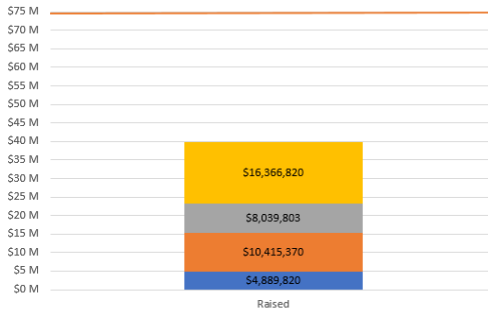
- \$50,000 – **The finance and facilities office for SSU BOLD:** A Campus Unification and Modernization Project
- \$50,000 – **The Bertolon School of Business for Bloomberg Financial Lab office,** also known as the Cabot Wealth Management Lab at the Bertolon School of Business. Maintaining usage of the lab will enable our students to gain hands-on experience outside and inside the classroom utilizing financial, regulatory, research, and marketing data points to inform learning that will make them marketable in a competitive business environment.
- \$50,000 – **The academic affairs office for faculty development.** Our goal is to build capacity in our efforts to support and retain outstanding faculty, with a focus on early career faculty and faculty of color, in furtherance of our commitment to “servingness” as an emerging HSI /MSI Institution. We plan to provide internal grants to advance faculty efforts in research and creative activities, to include funding for seed grants to invigorate scholarly projects in their early stages and research assistantships to foster faculty-student collaborations.
- \$15,000 – **Center for Civic Engagement for Day of Service**
- \$13,109.11 – **The financial aid office for the Student Emergency Fund,** to support our most vulnerable students

Monthly Fundraising Dashboard Fiscal Year 2023
April 30, 2023

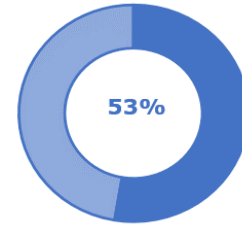
FY23 Totals: 7/1/2022 - 4/30/2023

Dollars:	\$16,366,820
Donors:	1,638
Donations:	1,978
Median Gift:	\$50
Avg. Gift:	\$8,274

Campaign Total: \$39,711,813



Campaign Progress



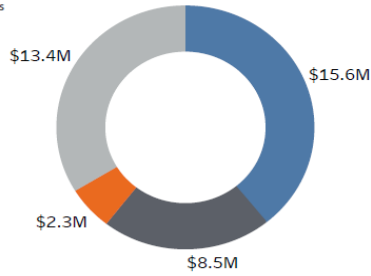
Donors	Donor Base FY22	Donors Retained	% Retained
Retained from previous year	2,357	796	34%

Total: \$39,711,813

Fundraising Analytics

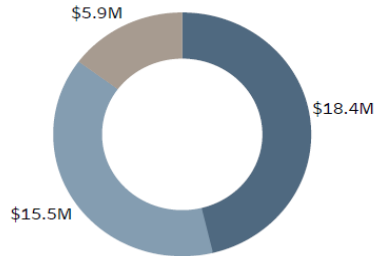
Campaign Priorities

- Financial Aid
- Student Success
- SSU BOLD
- Unrestricted



Endowed, Expendable, and Planned

- Endowments
- Expendable
- Planned



University Fundraising Priority	Goal	Total Raised	Balance	% to Goal
Financial Aid	\$20,000,000	\$15,576,200	\$4,423,800	78%
Student Success	\$25,000,000	\$8,457,540	\$16,542,460	34%
SSU BOLD	\$10,000,000	\$2,306,333	\$7,693,667	23%
Unrestricted	\$20,000,000	\$13,371,740	\$6,628,260	67%
Campaign totals	\$75,000,000	\$39,711,813	\$35,288,187	53%

Gift Type	Goal	Total Raised	Balance	% to Goal
Endowment	\$30,000,000	\$18,376,900	\$11,623,100	61%
Spendable	\$30,000,000	\$15,455,013	\$14,544,987	52%
Planned Gifts	\$15,000,000	\$5,879,900	\$9,120,100	39%
Total	\$75,000,000	\$39,711,813	\$35,288,187	53%

Board Giving

Volunteer Board	Total Campaign Giving	Annual Unrestricted FY23 Participation
Board of Trustees	\$3,558,901	50%
Foundation Board of Directors	\$8,468,006	79%
Alumni Association Board of Directors	\$578,065	40%
Campaign II Steering Committee	\$9,932,919	5%