



McGill

Memorandum

Office of the Vice-Principal (DAR)

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TO: Senate

FROM: Marc Weinstein, Vice-Principal (DAR)

SUBJECT: DAR Update on Campaign McGill

DATE: April 14, 2010

DOCUMENT #: D09-62

ACTION REQUIRED: ☒ INFORMATION ☐ DISCUSSION ☐ APPROVAL/DECISION

ISSUE: Development and Alumni Relations is presenting its annual update on Campaign McGill to Senate on Wednesday, April 28, 2010.

BACKGROUND & RATIONALE: The attached presentation outlines the achievements of DAR against its objectives for FY09, and provides a roadmap to December 31, 2012.

We are moving proactively to respond to the changes in the philanthropic environment that resulted from the economic downturn that began in the Fall of 2008. Although we are confident we are on the right track to attain the Campaign's \$750-million objective, it is clear that issues related to the long-standing need to build our prospect pipeline are becoming increasingly acute in this contracted gift environment.

In this regard, we have increased our emphasis on identifying new prospects, and we are continuing to refine our programs to increase staff productivity and accountability. We are also taking a hard look at all DAR expenses, and are reconsidering all communications initiatives that might more effectively be delivered through email, the web, and social media.

Over the coming years, we will capitalize on the momentum created by the Campaign's success to date, the renewed relationships made possible by the *Making History* tour and the Leadership Summit, and the continuing academic and research accomplishments of our faculty and students. At the same time, we will continue to refine our

deployment of resources and our administrative policies and procedures, to build our fundraising capacity, and maximize the return on investment that McGill receives from the Development and Alumni Relations portfolio.

MOTION OR RESOLUTION FOR APPROVAL:	N/A – reporting for information purposes.
PRIOR CONSULTATION:	Governance Group Investment Committee of the Board of Governors Board of Governors
NEXT STEPS:	n/a
APPENDICES:	Presentation on Campaign McGill

Update on Campaign McGill

**Presentation to Senate
April 28, 2010**

**Marc Weinstein
Vice-Principal, Development and Alumni Relations**

2009 DAR Highlights

The Making History Tour ended in Ottawa on October 6th after 18 stops in 8 countries and 3 continents over 19 months.

DAR staff won 9 awards from CCAE and CASE, including 2 Golds for the 6-Word Campaign.

More than 4,300 people are now fans of McGill on Facebook and close to 3,000 people are now fans of McGill University Alumni on Facebook (as of April 19, 2010).

DAR staff met 4,000 new parents in 2009.

McGill hosted its first Leadership Summit with more than 275 delegates from across North America.

The Annual Fund cracked \$10 million for the first time ever.

Campaign McGill broke through the \$500 million mark in October.

ACHIEVEMENTS BY FUND	FY2010 (to Mar. 31)	FY2009	FY2008
MAJOR GIFTS	\$32.9M	\$62.4M	\$82.9M
ANNUAL FUND	\$8.3M	\$10.1M	\$9.4M
PLANNED GIFTS	\$5.5M	\$7.1M	\$7.1M
OTHER	\$0.7M	\$2.0M	\$1.4M
<i>TOTALS</i>	<i>\$47.4M</i>	<i>\$81.6 M</i>	<i>\$100.8M</i>

Budgeted forecast for FY10: \$80.0M

ACHIEVEMENTS BY SOURCE	Campaign to date \$	Campaign to date %
ALUMNI	\$303.9M	56%
OTHER INDIVIDUALS	\$115.5M	21%
FOUNDATIONS & OTHER ORGS	\$79.3M	15%
CORPORATIONS	\$43.6M	8%
<i>TOTALS</i>	<i>\$542.3M</i>	

A large blue curved arrow originates from the left side of the table, specifically pointing towards the 'ALUMNI' and 'OTHER INDIVIDUALS' rows, and curves downwards to point at the text below.

77% of giving to date in comes from **individuals**.



CASH RECEIVED

CASH RECEIVED by Fund	FY2010 (to Mar. 31)	FY2009	FY2008
MAJOR GIFTS	\$45.2M	\$49.4M	\$44.8M
ANNUAL FUND	\$7.7M	\$9.2M	\$8.9M
PLANNED GIFTS	\$5.5M	\$7.1M	\$7.2M
OTHER	\$0.9M	\$1.5M	\$1.4M
TOTALS	\$59.3M	\$67.2M	\$62.3M



OUR GOAL: *\$100M in cash received per year by the end of Campaign McGill.*

ACHIEVEMENTS BY REGION	Campaign to date \$	Campaign to date %
QUEBEC	\$268.0M	49%
ONTARIO	\$173.6M	32%
OTHER CANADA	\$27.9M	5%
U.S.A.	\$50.5M	9%
EUROPE	\$15.9M	3%
ASIA	\$5.4M	1%
OTHER	\$1.0M	0%
<i>TOTALS</i>	<i>\$542.3M</i>	



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Student giving

- SSMU referendum: Library Improvement Fund and Access Bursary Fund.
- PGSS referendum: Bursary Fund for graduate students.
- SAC referendum: Improvements to McGill's athletics facilities.
- **\$8 million** from students over the course of Campaign McGill.





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Alumni events around the world in 2009



- 15,378 alumni and friends attended 335 MAA events around the world in 2009.
- 163 events were held in Canada.
- 143 in the U.S.
- And 58 international events were held, everywhere from Abu Dhabi to Vietnam.



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Homecoming and Parents Weekend

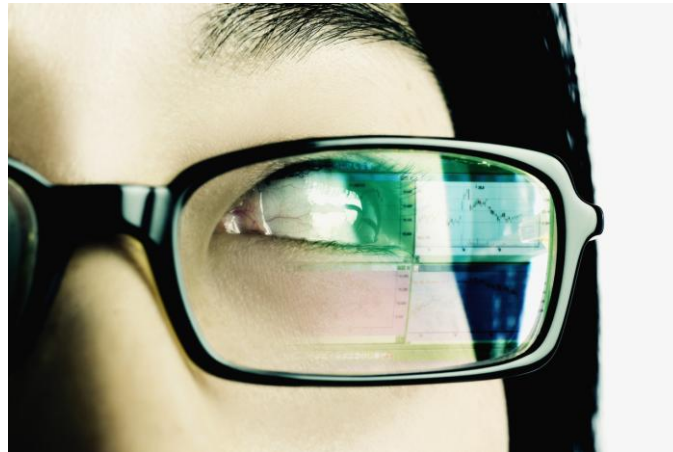




Leadership Summit



Looking ahead...





Three priorities:

1. Raise a minimum of \$285 million in new fund gift commitments by 2012; and increase philanthropic revenues to a sustainable \$100 million per year by the close of the Campaign.
2. Identify and engage the next generation of McGill donors and leaders through a more robust major gifts pipeline.
3. Develop a fully integrated communications strategy to ensure that DAR engages and solicits our constituents with the best print communications, e-communications, and web-based strategies (more on this point in upcoming slides).



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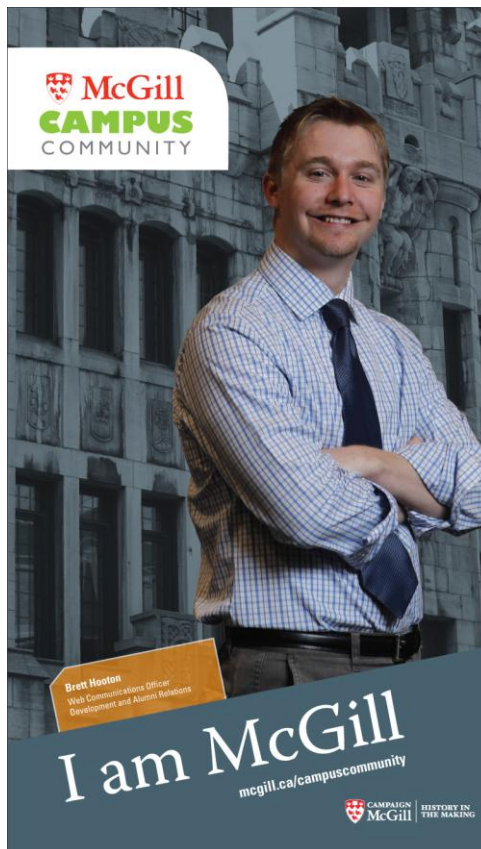
Campus Community Campaign

- Soft launch: August '09 to April '10
- Breakfasts, Lunch 'n Learns, Family events



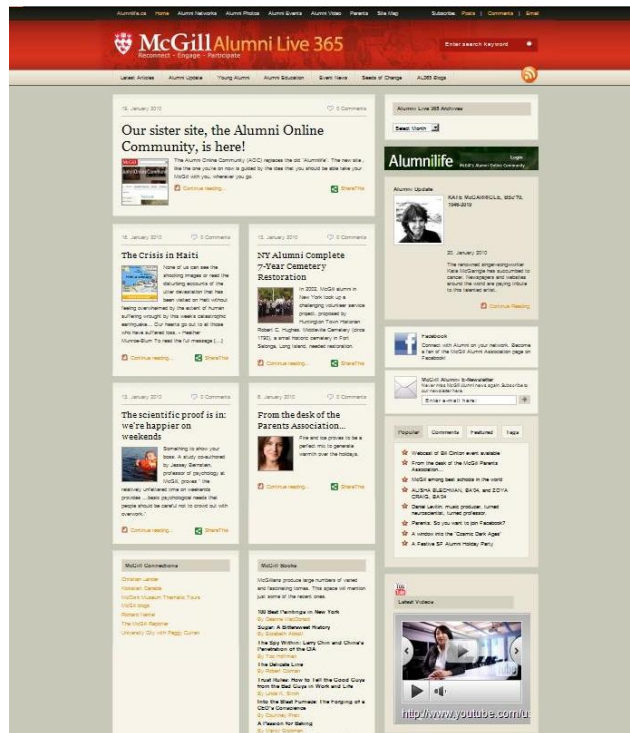
Campus Community Campaign

- Solicitation phase to launch on May 4
- Events at downtown and Mac campuses
- Encourage high participation rates



Social Media:

- AlumniLive 365
- New Alumni Online Community (AOC)
- McGill News Online
- Snapshots monthly eBlast

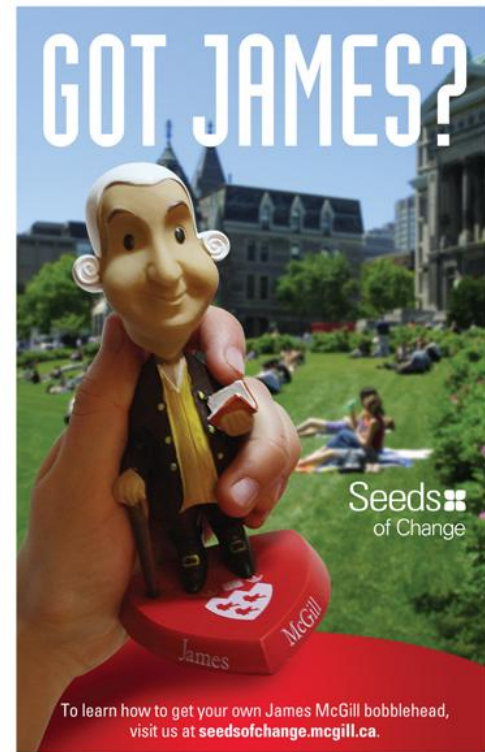




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Focus on DAR objectives

Seeds of Change: combining new media with a targeted approach to micro-philanthropy





- Be an ambassador for McGill
- Attend and participate at speaking engagements
- Assist with donor solicitation and stewardship (when possible)
- Become engaged in the Campus Community Campaign
- We are striving for 100% participation



And in conclusion...

- Intend to reach a sustainable level of giving at \$100M in cash gifts per year by the start of FY13.
- Prepare to celebrate the close of Campaign McGill some time in 2012/2013.
- Engage the next generation of volunteer leadership.
- Ensure the culture of giving reaches throughout our entire community: our alumni, friends, parents, students, and all members of the campus community.
- Weave philanthropy into the fabric of life at McGill beyond Campaign McGill.