



McGill

Memorandum

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TO:	Members of Senate
FROM:	Ann Dowsett Johnston, Vice-Principal (DAUR)
SUBJECT:	SUMMARY OF THE DAUR PRE-CAMPAIGN PROGRAM
DATE:	Nov. 6, 2006
DOCUMENT #:	D06-19
FOR:	<input checked="" type="checkbox"/> INFORMATION <input type="checkbox"/> APPROVAL <input type="checkbox"/> DISCUSSION

ISSUE: Next year, McGill will launch the most ambitious campaign in its history: a comprehensive, multi-year campaign with international reach. Our primary goal is to be campaign-ready, in every sense of that phrase, as soon as possible. We have been undertaking a thorough professionalization of our Office, while completing a strategic framework for the campaign.

BACKGROUND: McGill's last campaign set a high-watermark in Canada. However, the nature of fund-raising and the philanthropic environment has changed in the past decade. Our current fund-raising achievement, in this "quiet phase" of the campaign is approximately \$230 million. In 2005-06, McGill raised approximately \$70 million in gifts and pledges. This represents an increase of 30 per cent over 2004-05.

RATIONALE: Our driving purpose is to support the greatest academic purpose of McGill. We need to raise the critical and necessary private support needed to achieve the aspirations of the White Paper. As well, we need to provide McGill with the sustainable, long-term capacity to develop and maintain donor relationships and maximize private support.

PRIOR CONSULTATION: Members of the Board of Governors (September 25, 2006); Members of the Board Emeritus (October 30, 2006); P6 (November 2, 2006)

NEXT STEPS:**Key steps through September, 2007**

Over the next several months, DAUR will complete the planning required for a launch in the Fall of 2007. We will:

1. Maximize private giving in support of McGill's academic priorities

We are focusing on our top 200 prospects, developing prospect-focused strategies to optimize the involvement of the Principal, senior administration, campaign co-chairs, campaign executives and key volunteers. We are also reviewing and implementing best-practice procedures for all areas of our fundraising programs, including major gifts, annual gifts and planned giving.

2. Finalize the campaign goal and duration

Our aim is to sustain new gifts and pledges at no less than \$65 million per year over the next several years. In consultation with the academic leadership and University governance, we will determine the campaign goal, based on a thorough review of fundraising trends and the prospect pool.

3. Complete the volunteer enlistment for the Campaign

We will complete the recruitment of the initial base of campaign volunteers by the end of June 2007. By that time we will also have completed the recruitment of the regional co-chairs, honorary members, executive cabinet and regional committee members. These volunteers will help identify prospects and partake in key strategizing.

4. Increase the effectiveness and efficiency of DAUR

We are undertaking a comprehensive review of DAUR programs and staff deployment to focus expenditures on revenue generation. We are enhancing the degree to which DAUR operates with maximum efficiency at the lowest possible cost.

5. Enhance McGill's relations with its alumni and the public

McGill's brand is one of the most enviable in the world. We are undertaking a full review of McGill's internal and external communications programs, with an eye on improving private support, public resource generation and much more. We are working closely with the senior administration of the university and the deans, ensuring that our messaging is strategic and effective with a broad number of constituencies.

APPENDICES:



Report on Campaign Planning

Ann Dowsett Johnston
Vice-Principal
Development, Alumni and University Relations



McGill

Presentation to the Senate of McGill University
November 15, 2006

Introduction

- Largest campaign in McGill history
- Comprehensive
- International reach
- Completely rooted in academic priorities
 - as defined by academic leadership and governance

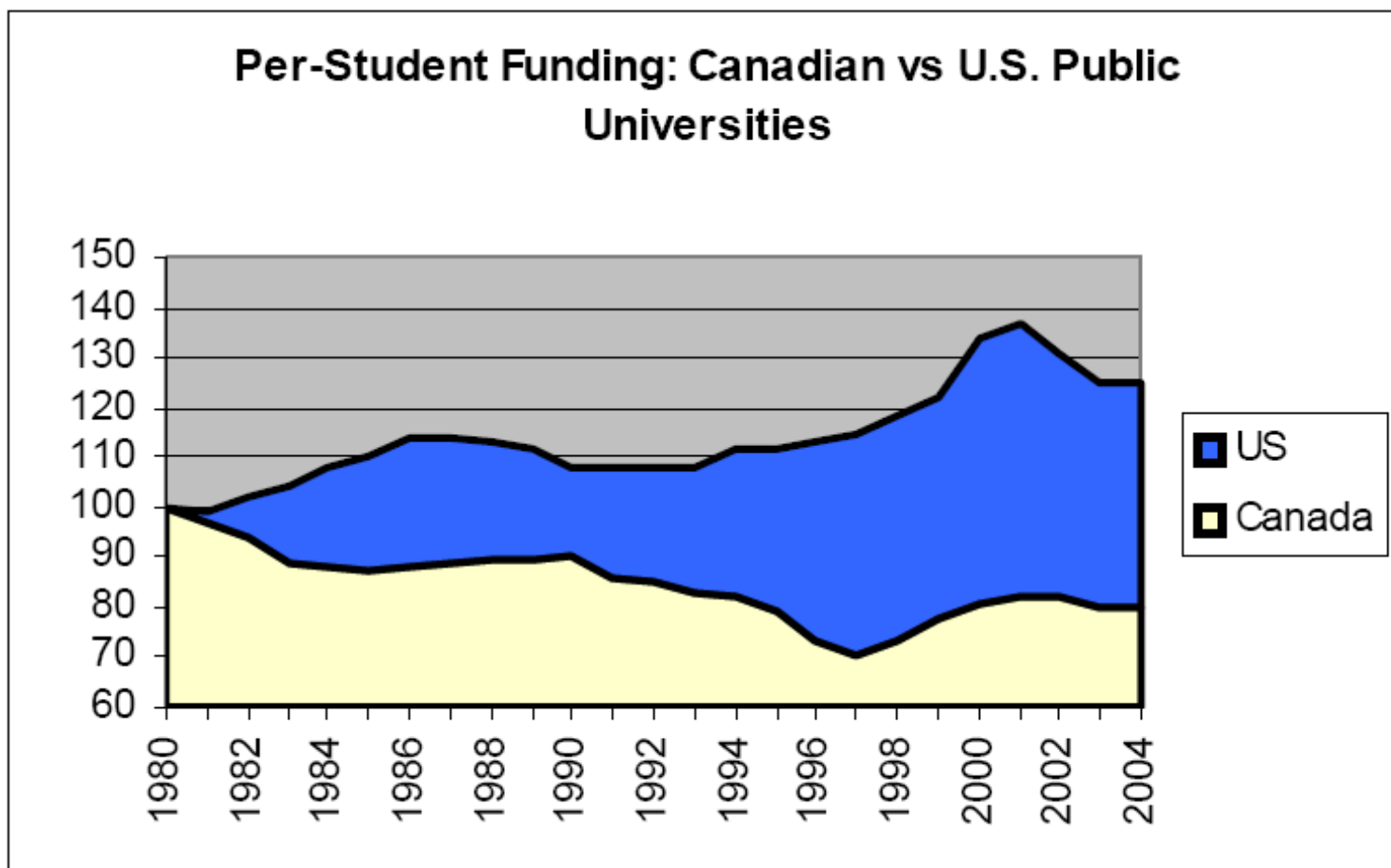
Focus of McGill's Future

- **I**nternational
- **I**nquiry-based learning environment
- **I**nterdisciplinary
- **I**nfrastructure
- **I**nnovation

Campaign Priorities

- Student experience
 - Graduate fellowships
 - Scholarships and bursaries
 - Advising
- Academic renewal
 - Research and teaching
 - Retain, attract, and support top faculty
- Campus

Cross-border Funding Gap



Source: Maclean's

McGill Fundraising in Context

- The 21st Century Campaign
 - raised \$205M, completed in 1996
- Other campaigns
 - Toronto: \$1B - 2003 (launched at \$300M in 1997)
 - Queen's: \$252M - 2003
 - Alberta: \$310M - ongoing
 - Montréal: \$218M - 2003

DAUR Principles

- Build sustainable momentum/capacity for McGill fundraising
- Operate according to best practices and the highest professional standards

Building our Capacity

- Campaign total: \$235 million to date
- 1,143 prospects rated at \$100,000 or higher
- Top 200 prospects
 - Critical role

Volunteer Campaign Leadership

- Campaign Co-Chairs – ongoing meetings
- Executive Cabinet – refining list
- Montreal Regional Committee – refining list
- Toronto Regional Committee – soon
- Other Regional and Faculty-based Committees – refining lists

Image Reputation Impact



UNE DES MEILLEURES UNIVERSITÉS AU MONDE EST QUÉBÉCOISE.

PRÉNOM, NOM: Marie-Ève Lemieux

VIENT DE: Côte de Beaupré

ÉTUDES: Sciences de l'agriculture
et de l'environnement

AIME: Le Grand Nord canadien

N'AIME PAS: Les pessimistes

AMBITION: Créer un lien entre la science
et la politique

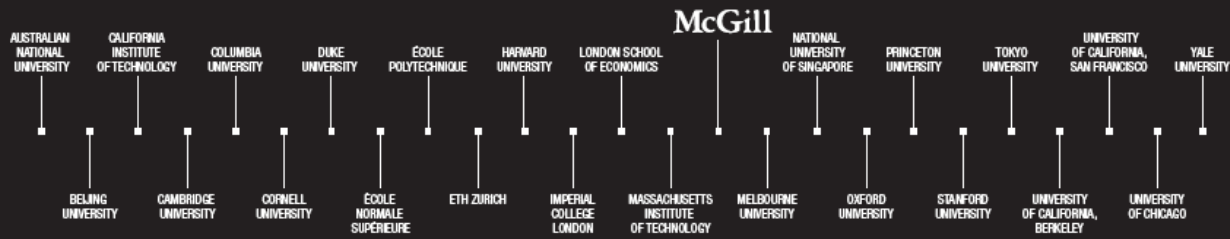
RÉALISATION: Prix Scarlet Key; Présidente des
Services aux étudiant(e)s du campus
Macdonald (SECM)

A CHOISI MCGILL: «Pour les professeurs visionnaires
et l'esprit communautaire.»

Tout comme Marie-Ève, plus de 6000 étudiants francophones vivent et préparent leur avenir sur les campus de l'une des 25 meilleures universités sur la scène internationale*. McGill, près de chez vous et ouverte sur le monde.

**Times Higher Education Supplement, 2005*

ONE OF THE TOP 25 UNIVERSITIES
IN THE WORLD IS CANADIAN.
AND IT'S COMING TO YOU. PLEASE JOIN US.



McGill is ranked among the 25 best universities in the world according to the *Times Higher Education Supplement*. On May 11, Principal Heather Munroe-Blum will be hosting an alumni event in Boston. Take this opportunity to reconnect with your fellow alumni and learn about the exciting things happening behind – and beyond – the Roddick Gates. For more information, please phone 1-800-567-5175.