



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Energy Infrastructure Presentation

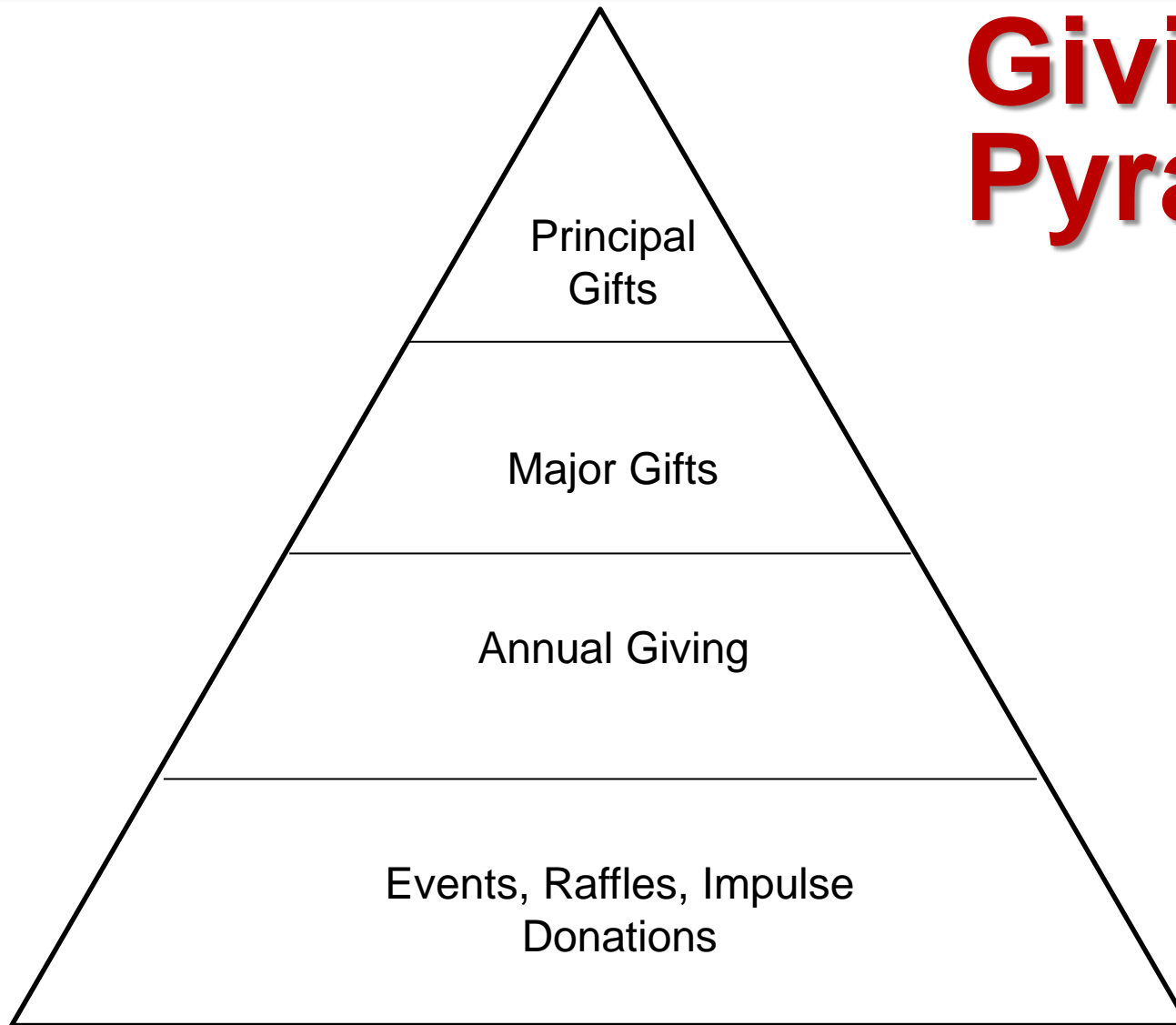


Fundraising can be defined as:

The right **person** properly **asking** the right **prospect** for the right **amount** at the right **time** on behalf of the right **organization**.



Giving Pyramid





Major Gift Stages

- Qualification – Confirmation of capacity and interest prior to development officer being assigned a prospect manager
- Cultivation – Strategic engagement aligned with interests
- Solicitation – Making the ask
- Stewardship – Acknowledgement and recognition of the gift



Types of Funds

Endowment

- Funds that are invested in perpetuity and only the distribution (4.25%) from the invested contributions are spent on the designated purpose.

VS.

Current Use

- Funds that make an immediate impact and are spent in entirety.
- Once received, subject to 180 day hold. Interest accumulated during this time supports development administrative costs.



OSU Campaign Update

\$2,424,576,696

Goal

\$2,500,000,000



CFAES Campaign Update

\$120,173,688

Goal

\$150,000,000



OSU FY16 Fund Raising Update

\$81,698,857

Goal

\$450,000,000



CFAES FY16 Fund Raising Update

\$4,046,897

Goal

\$26,000,000

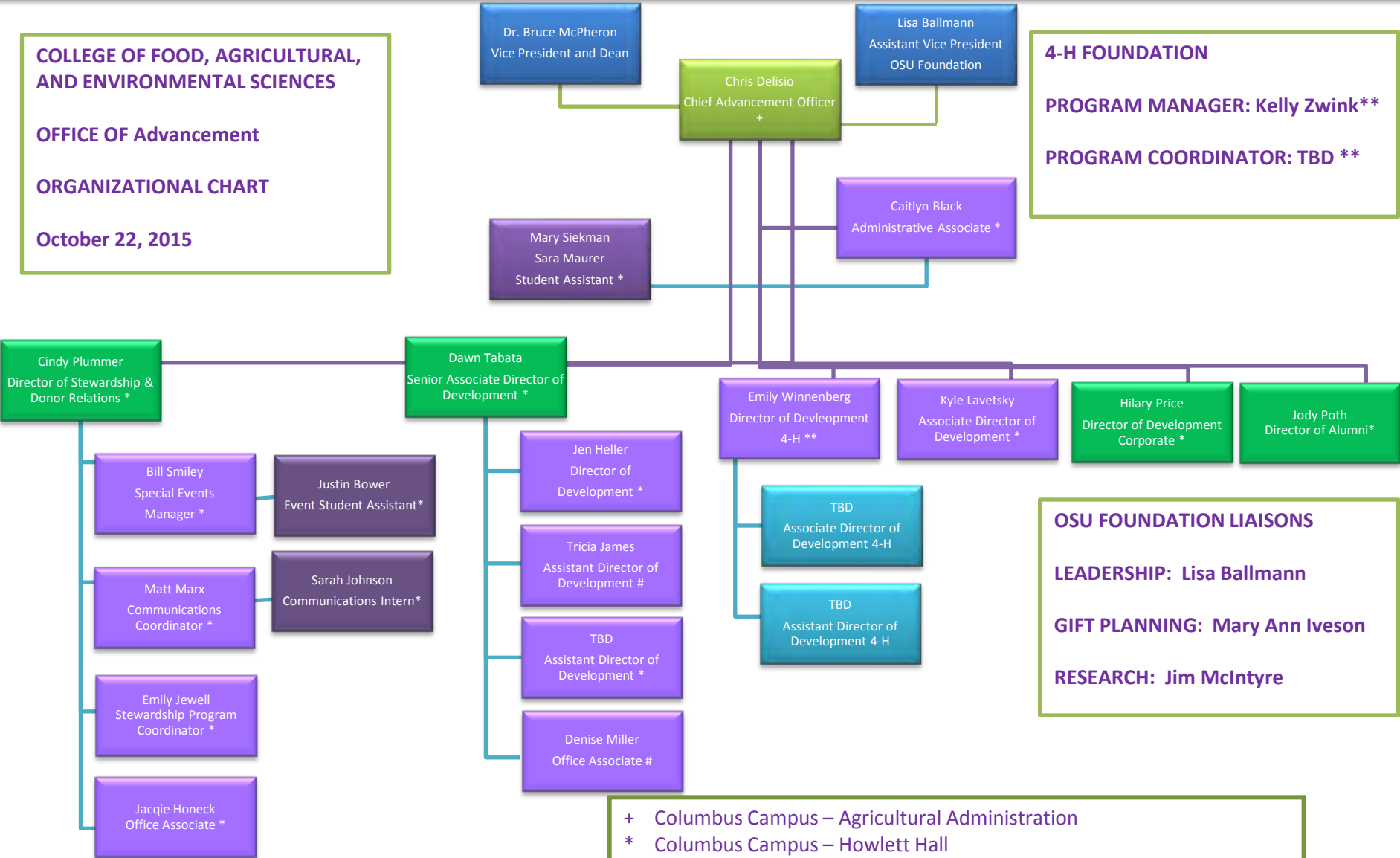


**COLLEGE OF FOOD, AGRICULTURAL,
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OFFICE OF Advancement
ORGANIZATIONAL CHART
October 22, 2015

4-H FOUNDATION
PROGRAM MANAGER: Kelly Zwink**
PROGRAM COORDINATOR: TBD **

OSU FOUNDATION LIAISONS
LEADERSHIP: Lisa Ballmann
GIFT PLANNING: Mary Ann Iveson
RESEARCH: Jim McIntyre

+ Columbus Campus – Agricultural Administration
* Columbus Campus – Howlett Hall
** Columbus Campus – Nationwide and Ohio Farm Bureau 4-H Center
Wooster Campus – Shisler Conference Center





The Power of OSU
Gift Planning
4-H Alumni
Annual Giving
Corporate and Foundation Relations