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**.
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.

**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.

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