



BELLEVUE
COLLEGE

SPRING 2015



2014 – 2015 BELLEVUE COLLEGE FOUNDATION FUNDRAISING PLAN

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INTRODUCTION

The following fundraising plan for 2014-2015 provides an overview of fundraising goals and objectives for the Bellevue College Foundation and its commitment to students, pertaining to Bellevue College's 2014 Strategic Plan. In the strategic plan, BC highlights offering equitable opportunities to students via affordability and support services. In coordination with the strategic plan's fourth strategic goal that aims for Bellevue College to be a vibrant and interactive partner in community matters, the BC Foundation aims to design a fundraising plan that combines expanding our relationships with the community with helping to support students in need. This plan also provides a framework for more effective and meaningful engagement between Bellevue College and its constituents, including alumni, trustees, and other private donors. Specifically, this plan identifies a critical need to make the Foundation a more effective campus resource in advancing a competitive fundraising environment. This fundraising plan will serve as a document to stimulate critical feedback from the campus community including the Board of Trustees (BOT), administration, faculty, and alumni. Moreover, this plan will serve as a working document that can be easily adapted because of Bellevue's shifting environment, and evolving needs to accomplish the goals and objectives of Bellevue College's strategic plan.



SWOT ANALYSIS

Strengths

Bellevue College Foundation

The Bellevue College foundation is one of the largest community college foundations in the state. It supports all BC fundraising efforts, managing donor commitments, procuring funding for student scholarships, Mini-Grants for special projects.

Reputation

Bellevue College is at the forefront among Washington community colleges in transferring students to universities (nearly 2,000 per year), and is nationally recognized as a trailblazer for its commitment to promoting STEM education (Science, Technology, Engineering, Mathematics).

Annual “Become Exceptional Luncheon”

Over the past 14 years, the BC Foundation’s “Become Exceptional Luncheon” has been Bellevue College’s largest donor event; nearly raising a quarter-million dollars last year, and attracting 33 corporate and in-kind sponsors who underwrote the cost of the event.

Location

Bellevue College is located in the hotbed of the area’s most prestigious businesses. This has helped us place nearly 11,000 students into programs that train them for skilled, high-demand jobs in the regional economy, garnering contributors such as Boeing, Intel, and Group Health Cooperative.

Weaknesses

Staff

Although it is one of the largest community college foundations in the state, the BC Foundation is understaffed and with the College’s rapid growth, the Foundation is forced to extend its capabilities beyond its reach. Moreover, there is not a set of staff dedicated to alumni relations, which is detrimental to the Foundation’s ability to reach out for alumni contributions.



CONTEXT & ANALYSIS

This fundraising plan is constructed in the context of Bellevue College’s current position in the educational marketplace, and its essential need to attain more resources from the private sector and stakeholders. Throughout Bellevue College’s history, it has cultivated a merited reputation as Washington’s first Baccalaureate degree-granting community college and the third largest public college in the State. However, current circumstances must be taken on for BC to achieve the finances necessary to sustain its growth for the years to come. To better understand the context for advancing this plan, we have identified BC and the Foundation’s strengths, weaknesses, opportunities, and threats that impact our fundraising efforts.

Threats

Economy

Since 2011, there has been a noticeable decline in annual revenues, which may be due to the current state of the economy.

Competition

Many of the Foundation’s major gift donors are health care institutions, which include Group Health Cooperative, Seattle Cancer Care Foundation, and Virginia Mason Medical Center. With the recent surge of King County community colleges implementing baccalaureate programs in health sciences, there is increased competition to solicit gifts from companies in the area that want to invest in health sciences education.

BENCHMARK ANALYSIS

The data below highlights the benchmarks of the Foundation's fundraising efforts last year (July 1, 2012 – June 30, 2013), as well as a two-year comparison of the Foundation's previous yearly revenues.



2013 BENCHMARKS: ACTIVE DONORS & GIVING LEVELS

Giving Level (Minimum Donation Amount)	Number of Donors
President's Circle (\$10,000)	19
Visionaries (\$5,000)	13
Benefactors (\$2,500)	21
Stewards (\$1,000)	91
Investors (\$500)	127
Supporters (\$150)	500+
Friends of BC (up to \$99)	~500
Total: 1,200+	



TWO-YEAR COMPARISON 2012 – 2013

Category	2013	2012
Total Gifts	\$573,214	\$783,071
Contribution-bequests	\$75,000	\$30,000
In-kind Contributions	\$124,116	\$114,851
Total of Gifts Released from Restrictions	\$1,025,030	\$1,171,368
Total Fundraising Expenses	\$191,787	\$236,001
Avg. dollar raised per dollar spent	\$3.71	\$3.93

Opportunities

Major Gift Prospects and Naming Rights

Currently, the highest giving levels for prominent donor recognition is \$25,000; it is an opportune time for capable donors to gain naming rights for scholarships or rooms on campus, enhancing themselves or their companies' presence within the Bellevue community.

Bellevue College Expansion

Bellevue College is experiencing drastic growth, especially with the construction of a \$39 million, 70,000-square-foot Health Sciences building. Donors can have the opportunity to contribute to this growth and expansion, and contribute to the vitality of the region and its global economy.

Talent Acquisition

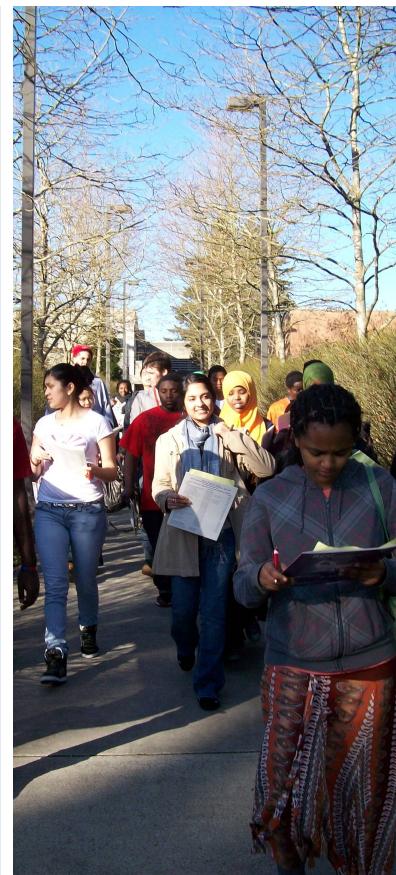
Being understaffed, BC has the opportunity to seek out and hire a talented staff to innovate our current organization processes and guide the foundation in new directions to help with philanthropy.



FUNDRAISING PLAN

The BC Foundation has focused primarily on alumni, administrators, and trustees members who currently account for over 90% of BC's annual donors in previous fundraising campaigns. With a desire to increase revenue, the Foundation must construct an expanded strategy to include the development and solicitation from more constituents in an effort to establish sustainable donations to Bellevue College. The target group for this plan is recent alumni and constituent groups that we can encourage to incorporate BC Foundation donations into their annual budgets. These constituent groups will include:

- ❖ *Retired Faculty and Staff*
- ❖ *Parents*
- ❖ *Local businesses*



FUNDRAISING STRATEGIES

BC Alumni Association

Through the development of a dedicated BC Alumni Association, the Foundation can maintain relationships and regular contact with alumni. We can utilize this association as a great source for personal information and background data on alumni to research their donation potential. Successful identification of prospects from within BC's alumni pool will depend largely on developing an attractive marketing and outreach campaign that highlights BC's strengths and vision for expansion over the coming years.

Online-giving & Recognition Opportunities

The Foundation will work with BC outreach staff to develop a marketing plan that allows constituents to donate conveniently and discretely. Our focus is to no longer solicit donations via ground mail, and focus on targeting young alumni such as recent graduates and students who transferred to universities.

The Foundation will advance efforts to acquire e-mail addresses from prospective graduates and transfer students during the course of 2014 – 2015 as a crucial step toward designing an e-philanthropy initiative and database at Bellevue College. Our most concentrated effort will be our "Buy a Brick" campaign, which offers donors a commemorative brick that can be purchased in donors' name or in honor of another. Bricks will vary in size dependent upon the donated amount, and will serve as a permanent legacy on our campus grounds next to our iconic water fountain.

CASE FOR SUPPORT: STUDENT SCHOLARSHIPS

Bellevue College is proud of its legacy of access, opportunity, and academic excellence. However, there are many gifted students who cannot attend college because of its growing price tag. The purpose for this fundraising plan is to increase the Foundation's giving capabilities to BC student scholarships. Increasing BC's ability to gather scholarship dollars will promote student success and allow the Foundation to act upon its strategic goals to create equitable opportunities for all students. Therefore, the BC Foundation can be a key contributor to giving students the opportunity to receive an affordable, quality education they may otherwise not have the ability to afford.

The current allocation for the Foundation's funding for student scholarships is fixed at 15% of its unrestricted revenues. Providing students with these scholarships takes on great significance in advancing the College's strategic goals and objectives. In 2013, the Foundation saw a decrease in scholarship funding by over \$25,000—a 15% drop from 2012. This coming fundraising cycle, we plan to compensate for our losses from last year and exceed it by another 10%. Thus, we plan to increase our scholarship revenues by 25%, which will add up to \$187,000. The current fundraising campaign will aim to raise \$1.25 million in unrestricted funding to help the Foundation achieve this goal. Our efforts to achieve this goal will be concentrated into two fundraising campaigns: 1) a student/employee alumni campaign using the aforementioned strategies, anticipated to raise \$1 million, and 2) our annual "Become Exceptional Luncheon" that typically raises over \$250,000 in unrestricted funding per year.

MAKING A DIFFERENCE

This is an exciting time for Bellevue College, and it can be an exciting time for our donors and investors as well. This fundraising plan predicts a positive forecast for BC's future in competitive fundraising and expanding our outreach to current and prospective constituents. The BC Foundation is dedicated to its constituents and holds itself to high standards, and we look forward to reporting our success to our wonderful donors in our BC Foundation Annual Report.



B E L L E V U E
C O L L E G E

Become Exceptional