

Advancement, University Relations and Enrollment Management Committee

April 2021

RADFORD UNIVERSITY

Board of Visitors

RADFORD UNIVERSITY

Board of Visitors

ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

4 P.M. **

APRIL 22, 2021

JOSEPH P. SCARTELLI ATRIUM
COVINGTON CENTER, RADFORD, VA

DRAFT **AGENDA**

- **CALL TO ORDER** Ms. Lisa Throckmorton, *Chair*
- **APPROVAL OF AGENDA** Ms. Lisa Throckmorton, *Chair*
- **APPROVAL OF MINUTES** Ms. Lisa Throckmorton, *Chair*
 - February 11, 2021
- **ENROLLMENT MANAGEMENT REPORT** Mr. Craig Cornell, *Vice President for Enrollment Management*
 - Enrollment Update
- **ADVANCEMENT and UNIVERSITY RELATIONS REPORT** Ms. Wendy Lowery, *Vice President for Advancement and University Relations*
 - University Relations
 - RUC Marketing
 - Alumni Relations
 - Annual Giving
 - Giving Overview
 - Capital Campaign Update
- **OTHER BUSINESS** Ms. Lisa Throckmorton, *Chair*
- **ADJOURNMENT** Ms. Lisa Throckmorton, *Chair*

**** All start times for committee meetings are approximate. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

COMMITTEE MEMBERS

Ms. Lisa Throckmorton, Chair
Ms. Krisha Chachra, Vice Chair
Mr. Mark S. Lawrence
Ms. Karyn K. Moran
Ms. Georgia Anne Snyder-Falkinham

April 2021 Meeting Materials

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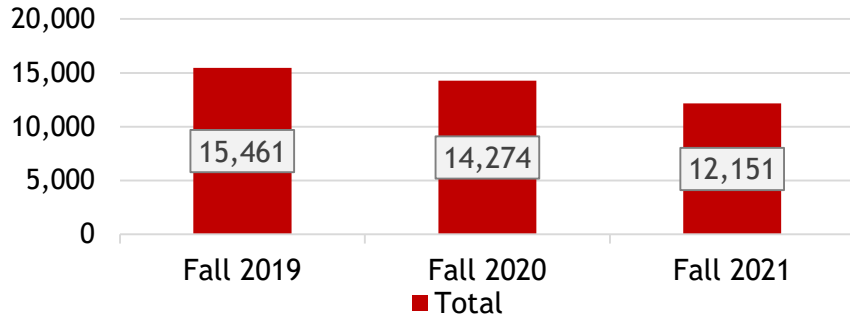
Enrollment Management Update

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RU Enrollment Data

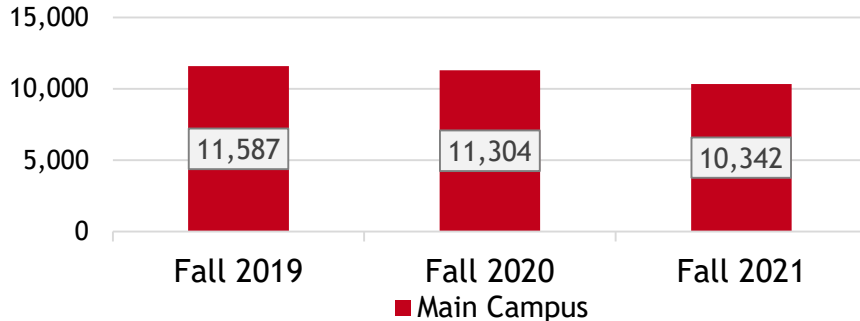
New Freshman Applications and Admits, RU (April 19)

Applications



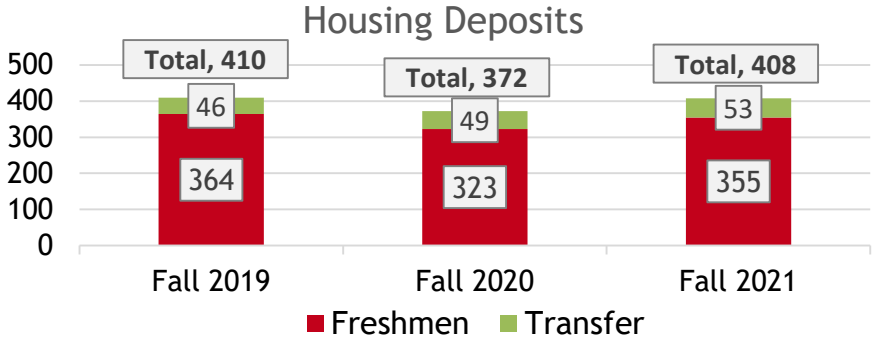
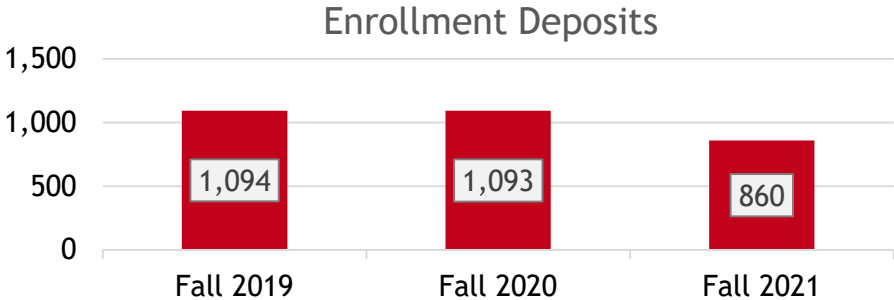
Applications differences following comparative institutions nationally.

Admits



Admit percentages up approximately 6% over last year and up 11.5% over 2019.

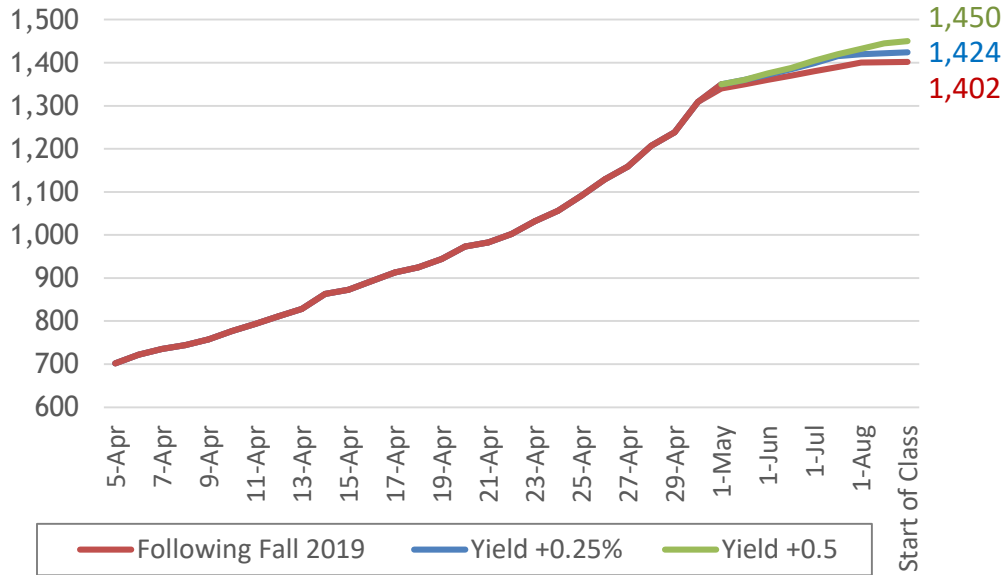
New Freshman Enrollment and Housing Deposits, RU (April 19)



Focus now on finalizing students in the funnel toward enrollment and housing deposits.

New Freshman Deposits, RU (April 19th)

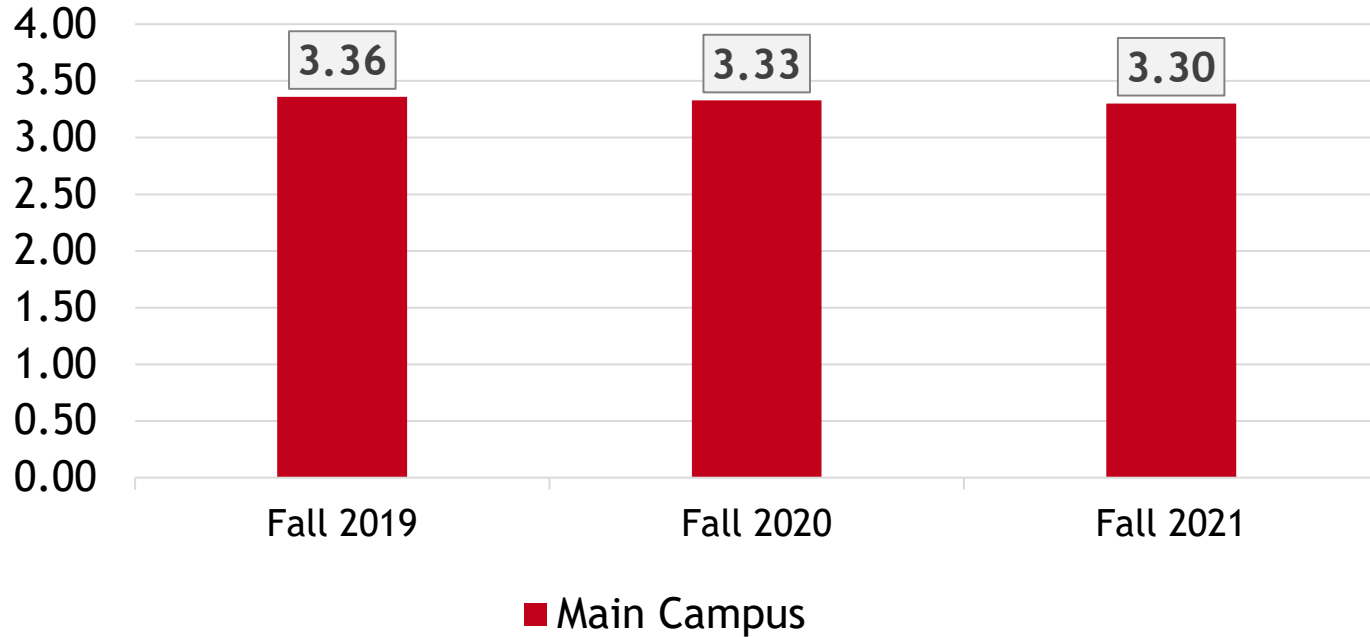
Current Enrollment Scenarios



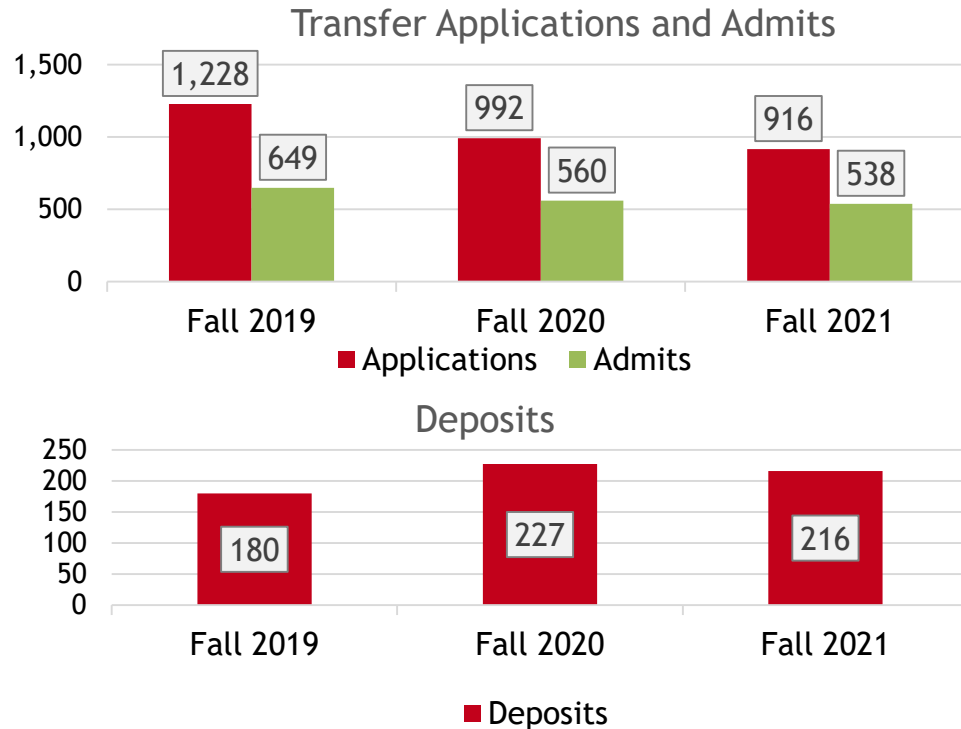
Due to the impacts of COVID last year, we are focusing on comparisons to 2019 (pre-COVID) as a better predictor for enrollment modelling, with new freshman enrollment scenarios ranging from approximately 1,402-1,450 based on overall yield percentages.

* Based on 2019 modelling and current deposits rates

New Freshman Deposits - High School GPA, RU (April 19)



New Transfer Enrollment Metrics, RU (April 19)



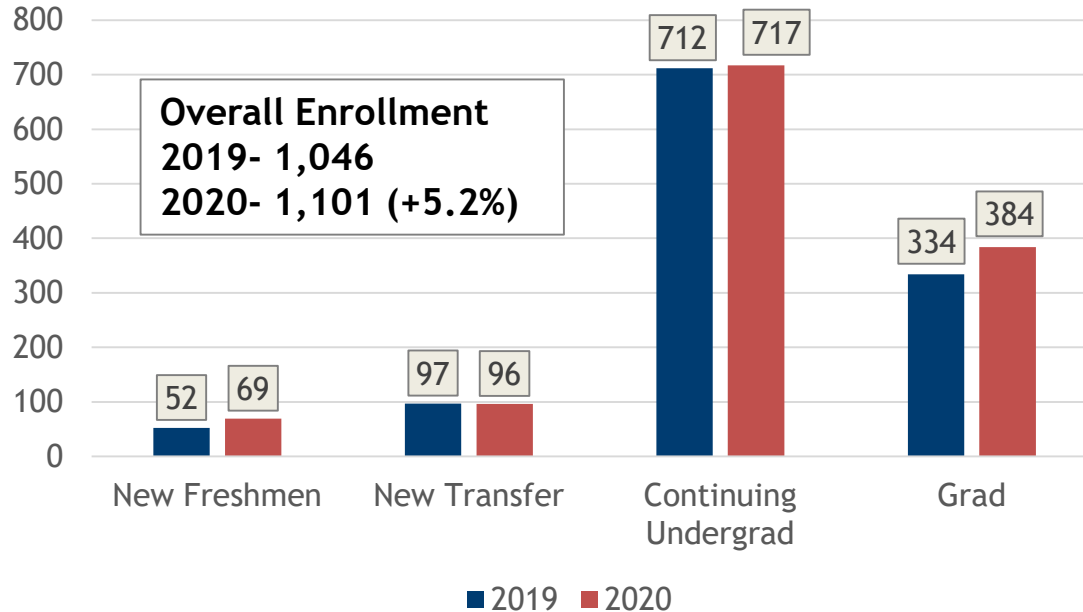
Transfer challenges continue with VCCS schools all online and our inability to meet with students on their campuses.

Strong academically prepared pool of applicants, combined with strong admit percentages leading to solid deposits so far.

RUC Enrollment Data

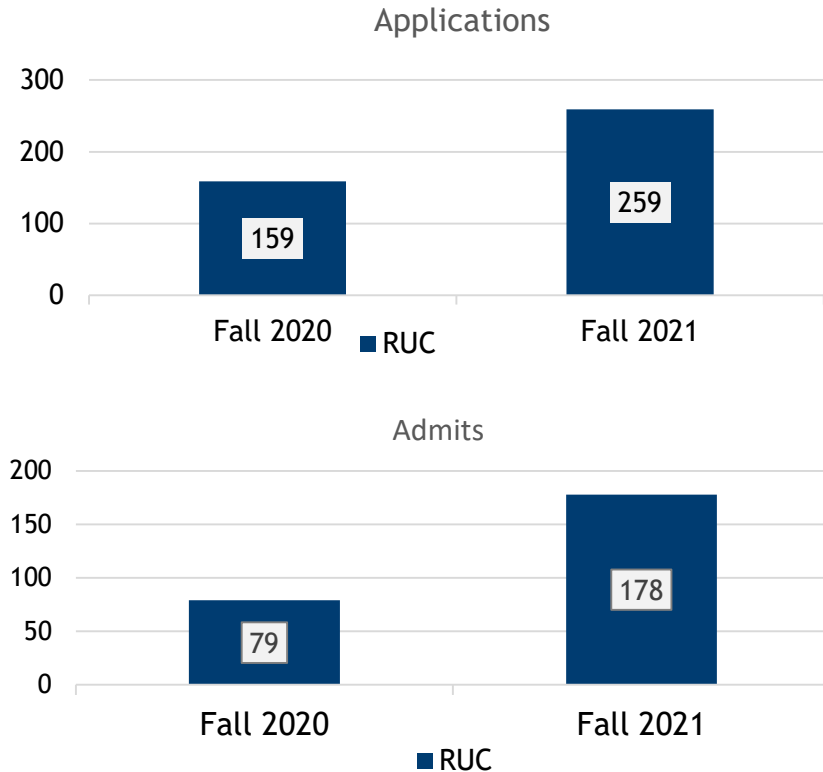
RUC Overall Enrollments, 2019-2020

RUC Enrollments by Cohort



Following our enrollment growth in our first year at RUC in Fall 2020, we are seeing additional strong interest and growth for Fall 2021.

New Freshman Applications and Admits, RUC (April 19)

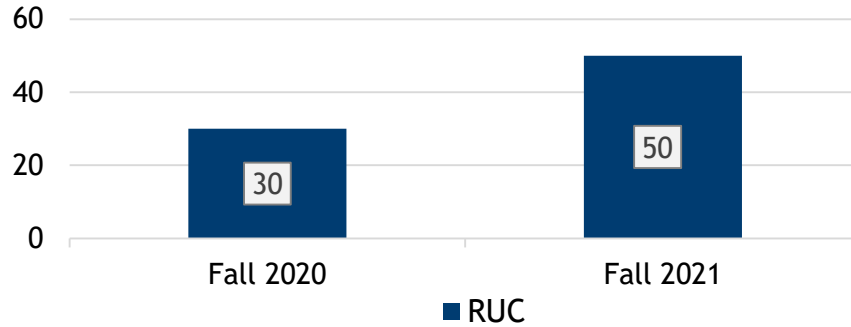


Applications and interest up considerably at 63% increase...

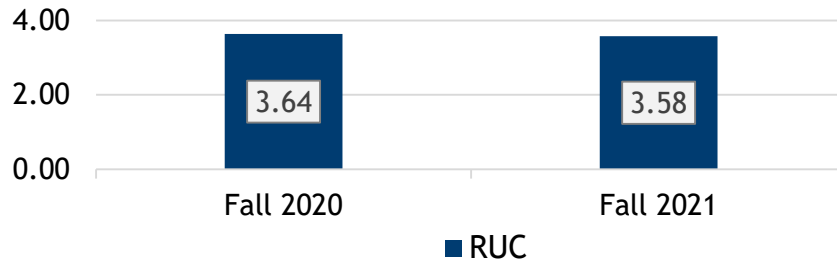
...Leading to admits up by 125%.

New Freshman Deposits, RUC (April 19)

Enrollment Deposits

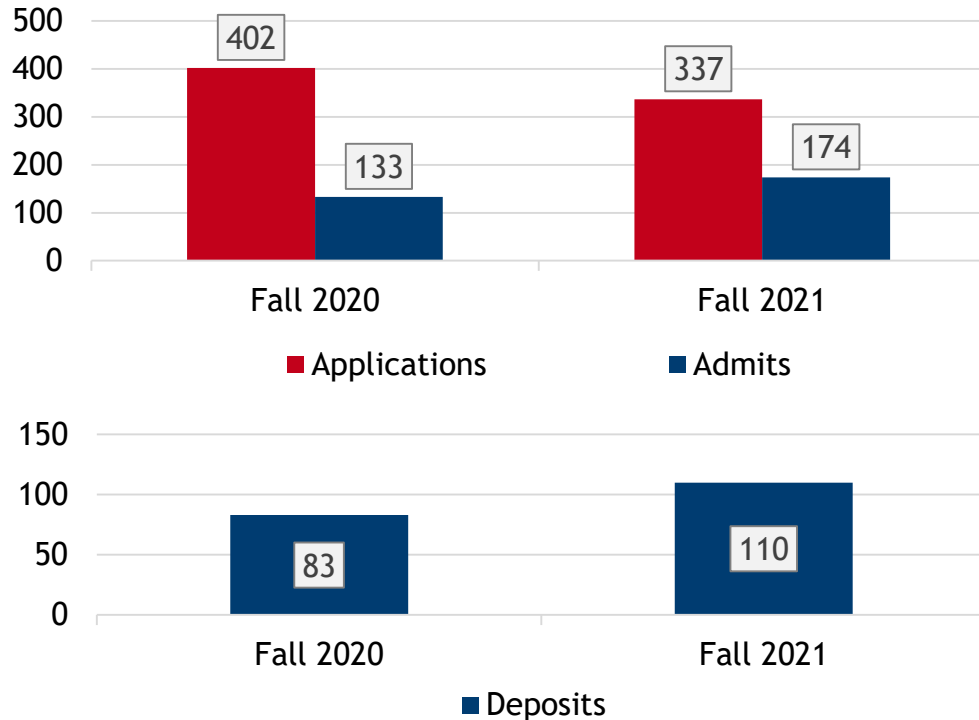


High School GPA



...Leading to a 67% increase in student commitments at this point of the cycle while maintaining strong GPAs.

New Transfer Applications and Deposits, RUC (April 19)



Strong transfer admits (up 31%) leading to increase in student commitments by 33%.

Enrollment Management By the Numbers

Enrollment Management By The Numbers



- 8,185 RUC Admissions emails
- 556,966 total emails from RU Admissions
- 52 student and 21 parent emails on average per student



- 5,649 admitted students awarded aid
- 9,103 Highlander Distinction Scholarships awarded
- \$115,586,645 aid dollars awarded



- 23,769 texts in the past 2 weeks
- 48,300 general marketing texts



- 13,416 phone calls to Financial Aid in the past year
- 300 phone calls just last week made by Admissions Counselors to students
- 90% of all active admits called



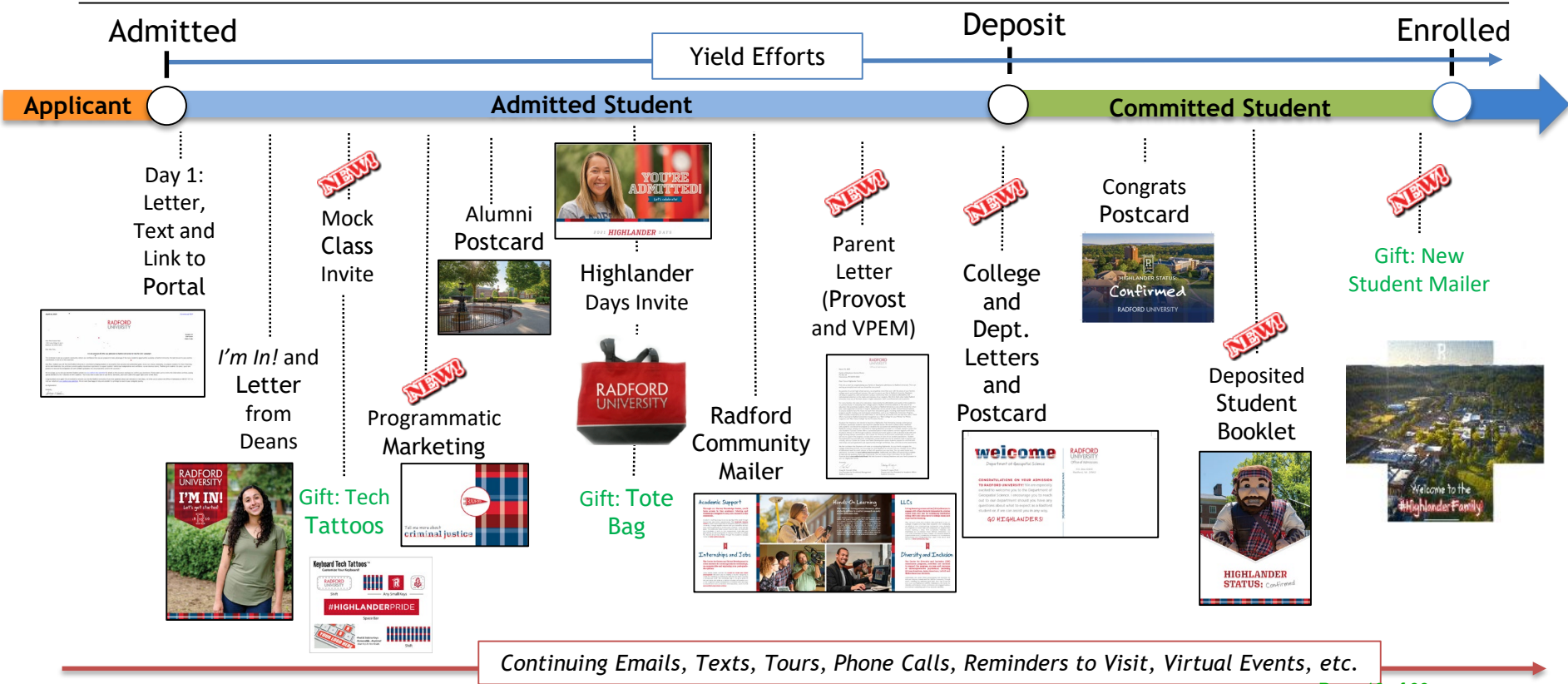
- 57 virtual events at RU
- 166 program information sessions at RUC



- 3,250 transcript requests
- 1,067 curriculum change requests
- 1,725 registrations for fall so far

Student Interaction Timeline and Materials

Student Interaction Timeline and Materials (selected)



Discussion

Advancement and University Relations

RADFORD
UNIVERSITY

University Relations



VisionPoint

Bounce Rate

All Users

28.85%



Radford - VisionPoint Ca...

21.96%



Number of Sessions per User

All Users

2.19



Radford - VisionPoint Ca...

2.27



Pages / Session

All Users

4.14



Radford - VisionPoint Ca...

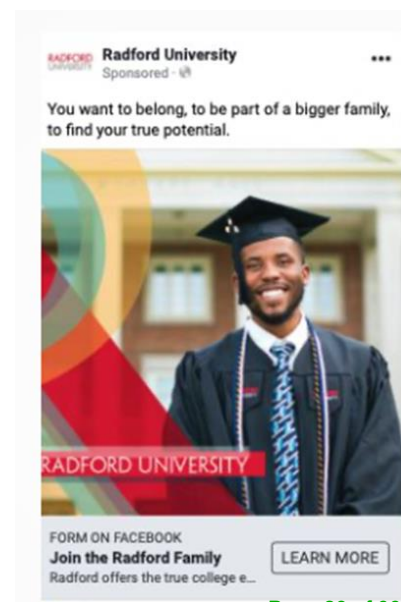
4.45



University Relations

Facebook + Instagram

- Radford is significantly out performing benchmarks on Instagram and Facebook.
- We are exploring how to expand efforts in these channels as they are proving effective and cost efficient.



Page 23 of 66

University Relations

RUC Healthcare Heroes



<https://vimeo.com/529544042/aaf31bff1a>

Page 24 of 66

University Relations

Our Award-Winning Brand Guide



Alumni Relations

February for Highlanders was a great success!

JOIN OUR 1,000 VOLUNTEER CHALLENGE!

ALUMNI ADMISSIONS AMBASSADORS

ST. PATRICK'S DAY CONTEST

“ WHY ARE YOU LUCKY TO BE A #RADGRAD? ”

Lucky to have attended for my master's and bachelor's. I knew at the time that I was making lifelong memories and friends... It has given me opportunities and experiences that are incomparable.

RU was one of the best decisions I ever made.

THE RADFORD UNIVERSITY ALUMNI ASSOCIATION
HIGHLANDER WISDOM SERIES

THE ART OF MAKING CONNECTIONS

Chance Smith '12
CO-FOUNDER, COCHROW

THE RADFORD UNIVERSITY ALUMNI ASSOCIATION
HIGHLANDER WISDOM SERIES

PLANNING YOUR Legacy

Tom Lillard '79

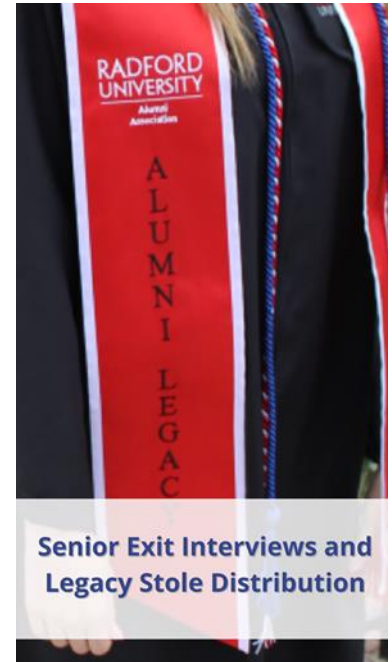
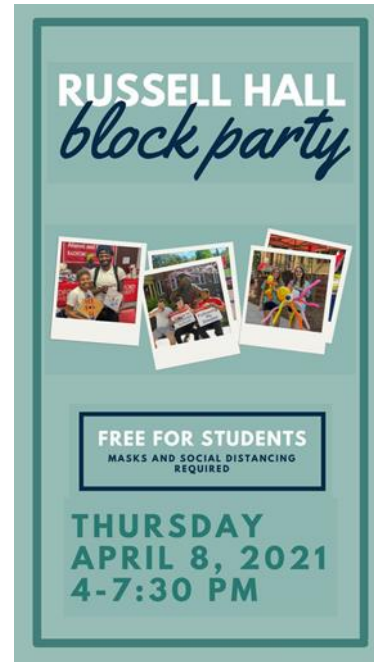
Virtual Coffee Chats

Sign up today! Link in bio!

RADFORD UNIVERSITY
Alumni Association

Take a quick break. Bring questions. Learn. Reconnect with Radford.

Alumni Relations



Homecoming Weekend | Sept. 30 – Oct. 2, 2021

Annual Giving

RAD48 Success

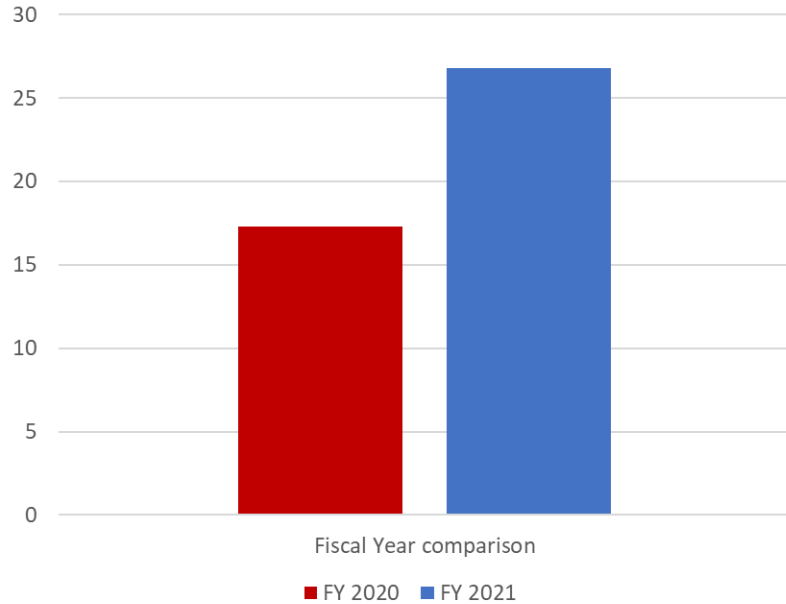
- \$57,948 raised from 279 donors.
- Goal was to have a donor for every one of our student athletes (275)
- Focused the funds raised on Highlander Club unrestricted and scholarship support



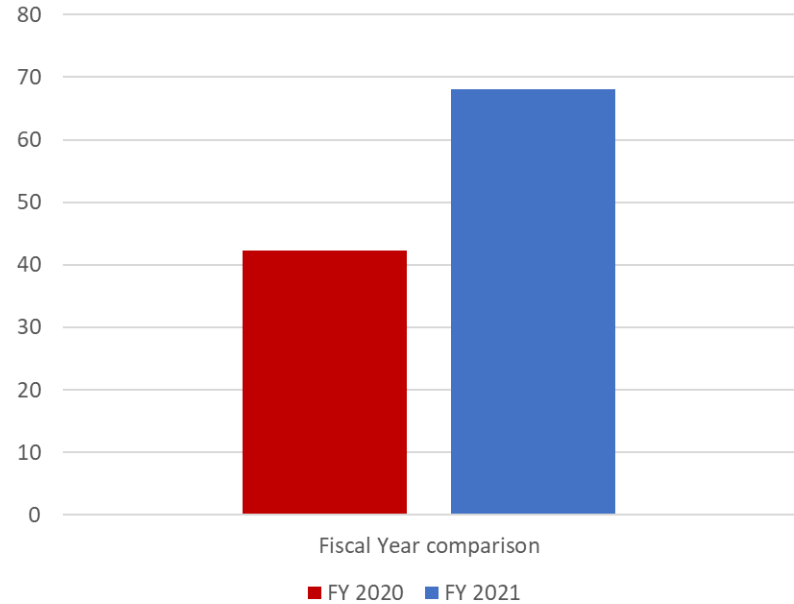
Annual Giving

Telephone Outreach Program

Pledge Rate



Credit Card Rate



Giving Overview

Fiscal Year-to-Date Giving:	FY 2020-2021 (7/1/20 - 3/31/21)*	FY 2019-2020 (7/1/19 - 3/31/20)	FY 2018-2019 (7/1/18 - 3/31/19)	FY 2017-2018 (7/1/17 - 3/31/18)	FY 2016-2017 (7/1/16 - 3/31/17)
New Pledges	\$ 8,827,396	\$ 3,387,592	\$ 9,541,566	\$ 10,785,578	\$ 7,559,734
New Planned Gifts	\$ 5,923,850	\$ 1,331,692	\$ 174,964	\$ 1,565,555	\$ 1,192,050
Outright Cash Gifts*	\$ 1,418,298	\$ 1,736,897	\$ 1,564,385	\$ 1,275,394	\$ 1,190,801
Gifts-in-kind	\$ 38,965	\$ 15,488	\$ 23,710	\$ 268,231	\$ 60,850
Gifts of Real Estate	\$ -	\$ -	\$ -	\$ 590,000	\$ -
Sponsored Programs	\$ 25,072	\$ 181,319	\$ 15,240	\$ 48,692	\$ 42,485
Total Giving	\$ 16,233,581	\$ 6,652,989	\$ 11,319,865	\$ 14,533,450	\$ 10,045,919

Fiscal Year-End Giving:	FY 2019-2020 Final	FY 2018-2019 Final	FY 2017-2018 Final	FY 2016-2017 Final	FY 2015-2016 Final
New Pledges	\$ 3,955,582	\$ 10,040,001	\$ 11,039,677	\$ 7,855,710	\$ 1,504,726
New Planned Gifts	\$ 1,391,622	\$ 539,964	\$ 1,565,555	\$ 1,192,050	\$ 5,090,000
Outright Cash Gifts	\$ 1,934,134	\$ 1,856,843	\$ 1,751,071	\$ 1,563,936	\$ 1,178,318
Gifts-in-kind	\$ 15,812	\$ 31,902	\$ 336,320	\$ 128,299	\$ 223,955
Gifts of Real Estate	\$ -	\$ -	\$ 590,000	\$ -	\$ -
Sponsored Programs	\$ 192,319	\$ 42,130	\$ 57,490	\$ 52,485	\$ 10,000
Total Giving	\$ 7,489,470	\$ 12,510,840	\$ 15,340,113	\$ 10,792,480	\$ 8,006,999

*Outright Cash Gifts includes \$160,000 received in Advancement Office on March 31, but deposited by Foundation on April 1

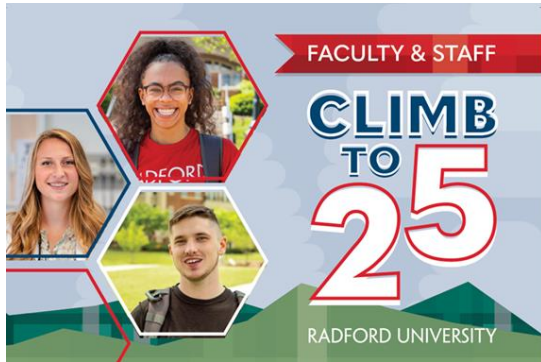
*New Pledges includes a \$6m gift received but will not be publicly announced until May

TOGETHER Campaign Launch


- The Climb to 25: Faculty and Staff
- Campaign Marketing on Campus
- Premiere Launch
- Virtual Launch
- Campaign Website



TOGETHER Campaign Launch



TOGETHER Campaign Launch



MARIAH LITTLEJOHN '21
Radford University Carilion (RUC) physician assistant student and recipient of the Theresa A. Thomas Memorial Scholarship

SCHOLARSHIPS HELP STUDENTS WORRY LESS ABOUT LOANS AND TUITION AND FOCUS MORE ON EDUCATING OURSELVES TO HELP IMPROVE THE QUALITY OF HEALTHCARE.

Alumni contributions are essential in being able to help future RUC and Radford students receive scholarships that will help them stay in their prospective programs. I, for one, look forward to being able to pass it on to help others and continue to help the University that helped me build my dream career."

TOGETHER | THE CAMPAIGN FOR
RADFORD UNIVERSITY

RADFORD UNIVERSITY CARILION



TOGETHER Campaign Launch



TOGETHER Campaign Launch



TOGETHER Campaign Launch



TOGETHER Campaign Launch

TOGETHER THE CAMPAIGN FOR RADFORD UNIVERSITY

GET INVOLVED CONTACT SEARCH GIVE NOW

\$68.5 MILLION
\$100 Million Goal

TOGETHER WE CAN LEAVE A LASTING LEGACY

ABOUT THE CAMPAIGN

ABOUT PRIORITIES IMPACT GIVING OPTIONS NEWS & EVENTS



RICH HERITAGE OF EXCELLENCE

Radford University has received national recognition for its outstanding academic programs and sustainability initiatives since its inception in 1960.

[GET TO KNOW RADFORD](#)



TRANSFORMATION TO SERVE

We're committed to developing responsible, well-educated citizens through our innovative approach to teaching and learning inside and outside the classroom.

[SEE HOW WE SERVE](#)



LEADING RADFORD WITH A PURPOSE

Together, we can overcome today's obstacles and develop tomorrow's leaders on this exciting journey where opportunity meets good-will and opportunity meets passion.

[READ THE MESSAGE](#)

<https://vimeo.com/531505211/OfFe7746b5>

Discussion

Minutes

RADFORD UNIVERSITY

Board of Visitors

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ADVANCEMENT, UNIVERSITY RELATIONS AND ENROLLMENT MANAGEMENT COMMITTEE

4:00 P.M.

FEBRUARY 11, 2021

JOSEPH P. SCARTELLI ATRIUM
COVINGTON CENTER, RADFORD, VA

DRAFT **MINUTES**

COMMITTEE MEMBERS PRESENT

Ms. Lisa Throckmorton, Chair
Mr. Mark S. Lawrence
Mr. Robert A. Archer, Rector

COMMITTEE MEMBERS ABSENT

Ms. Krisha Chachra, Vice Chair
Ms. Georgia Anne Snyder-Falkinham
Ms. Karyn K. Moran

BOARD MEMBERS PRESENT

Dr. Rachel D. Fowlkes
Dr. Debra K. McMahon
Ms. Nancy Angland Rice

OTHERS PRESENT

Dr. Brian O. Hemphill, President
Ms. Karen Castele, Secretary to the Board of Visitors and Special Assistant to the President
Ms. Caitlyn Scaggs, Associate Vice President for University Relations (For University Relations presentation)
Ms. Carolyn Clayton, Director of Annual Giving (For Advancement presentation)
Mr. Tom Lillard, Associate Vice President for Advancement (For Advancement presentation)

CALL TO ORDER

Ms. Lisa Throckmorton, Chair, formally called the Advancement, University Relations and Enrollment Management Committee meeting to order at 3:47 p.m. in the Joseph P. Scartelli Atrium, Covington Center, Radford, VA.

APPROVAL OF AGENDA

Ms. Throckmorton asked for a motion to approve the February 11, 2021 agenda, as published. Rector Robert A. Archer made the motion, Dr. Debra K. McMahon seconded, and the motion carried unanimously.

APPROVAL OF MINUTES

Ms. Throckmorton asked for a motion to approve the minutes of the December 3, 2020 meeting of the Advancement, University Relations and Enrollment Management Committee meeting, as published. Rector Archer made the motion. Dr. McMahon seconded, and the motion carried unanimously.

ENROLLMENT MANAGEMENT REPORT

Vice President for Enrollment Management Craig Cornell provided an update on the new student fall 2021 enrollment for Radford University (main campus) and Radford University Carilion (RUC), as well as a brief overview of several new initiatives related to fall recruitment.

Vice President Cornell shared that main campus freshman applications are following a different trend than previous years, with students applying later in the cycle. This has caused the difference year-over-year to continually shrink and is now at its lowest point for the year. Main campus numbers are now aligning to national trends for institutions similar to Radford. RUC is slightly up in applications. An academically strong pool, combined with the use of the technologies and additional time with staff, continues to allow for growth of admitted students at both locations, including 7.2% at main campus and 231% at RUC. Both main campus and RUC continue to demonstrate strong growth in student commitments with main campus being up 21.3% and RUC up 150% compared to this same time last year.

Vice President Cornell said that the student quality indicators, such as high school GPAs of our admitted students, remain strong and are essentially equal to last year's record for main campus at 3.50 and a growth at RUC from 3.60 last year to 3.76 this year. Currently, new transfer student applications are down. The Virginia Community College System (VCCS) enrollments for fall 2020 have been recorded as a 12% drop this past year and a 15% drop over the past two years. This has created a smaller pool of students from which to draw upon. However, admits are holding steady at main campus, with growth at RUC. Main campus continues to see strong financial aid applications as submissions are slightly up over last year, while national and Virginia data are both down by approximately 10% and even more significantly with similar institutions. Dr. Rachel D. Fowlkes asked what we were doing to prepare for growth in healthcare programs. Vice President Cornell indicated strategies include marketing efforts to include promoting "Healthcare Heroes" and being strategic in the RUC scholarship program.

Vice President Cornell stated that the programmatic marketing efforts discussed at the last BOV meeting are now in the process of launching with our 13 inaugural programs. In addition, to align with research related to best practices in online recruitment, additional efforts have been made to make mock classroom opportunities available to students with a plan of approximately 15 being announced. The first program of this type garnered 80 students last week.

Vice President Cornell shared an overview of the new campus tour program from the company YouVisit that is now being launched. As an overview to the program that Vice President Lowery will be sharing in her presentation, he focused on why this solution was explored by describing the benefits beyond the practical visuals it provides in recruitment. The strategic alignment with a robust tour, tied to the ability to determine student interest, significantly increases student engagement and has shown to grow everything from financial aid submissions to student commitments.

In closing, Vice President Cornell discussed with Committee members any insights they wished to provide in assisting with recruitment events as soon as in-person opportunities begin again, hopefully by fall 2021. A copy of the presentation is attached hereto as *Attachment A* and is made a part hereof.

ADVANCEMENT AND UNIVERSITY RELATIONS

Vice President for Advancement and University Relations Wendy Lowery presented updates to the Committee on University Relations, Alumni Relations and Advancement.

Vice President Lowery stated that University Relations, in collaboration with Enrollment Management, has created a detailed video tour of campus, which serves as an impressive way to experience the campus virtually. Associate Vice President for University Relations Caitlyn Scaggs demonstrated the YouVisit tour to the Committee. The virtual tour has been well received, and the Alumni Association Board of Directors, along with the major gift officers, are excited to use this tool to assist with engaging alumni and potential donors.

In alignment with the strategic plan and to create a strong sense of Highlander Pride on the main campus and RUC, the first week of classes two pop-up pride events were hosted. Also, in collaboration with Division of Student Affairs, a new design was created for the entry to the Highlander House at RUC, a student-focused space. VisionPoint continues to work with University Relations to ensure the messages are meeting the audience where they are at the moment. Each message is optimized for the channel and target audience. Snapchat continues to drive strong awareness as an efficient channel for reaching Gen Z.

Vice President Lowery shared that the Office of Alumni Relations began a Virtual Book Club. The first book, *Never Settle* by alumnus Marty Smith '98, concluded with over 40 attendees. In December, Virtual Story Time with Santa had 243 participants via Zoom. Over 122 graduation exit interviews were completed with over 30 legacy stole forms submitted. Vice President Lowery also shared that "Coffee Chats" with the Alumni Relations team launched on January 11, 2021, and they currently have 32 meetings scheduled in 11 states. Additionally, Alumni Relations has planned upcoming events, including New Webinar Wednesdays, Alumni Love Story Series, social media contests and prizes, virtual Highlander athletics events, Black History Month programming, February is for Highlanders and a Kick-off of the 1,000 Volunteer Challenge.

Vice President Lowery stated that Annual Giving has completed several successful events with more to come. The Highlander10 Challenge raised \$26,760 with 212 donors, and the Telephone Outreach Program (TOP) raised more money with less callers by focusing on renewing and reactivating past donors. In FY21, there is a total of 297 donors with \$32,298 raised.

Spring events planned include the Faculty/Staff Campaign Kick-Off, Campaign Champions and the Spring 2021 Senior Solicitation. Campaign Champions is slated to begin April 1 and close April 30. The Campaign is a dual-mission to increase participation of faculty and staff donors and prepare the internal campus audience for the Together Campaign launch and celebration. The volunteer training is scheduled to take place in person and virtually in late March.

Vice President Lowery shared that the entire team has worked diligently in securing significant contributions. Overall, giving is at \$9,242,052, as of February 5, 2021, which is an increase from last year at the same time of \$6,289,141. The final total giving for FY 2019-2020 was \$7,489,470.

In closing, Vice President Lowery shared the Advancement and University Relations vision and mission statements with the Committee. For both teams, the development of an action plan, along with the vision and mission statements, further unifies the organizational units and assists with prioritization, collaboration and accountability. The statements are:

Vision: Proud and Engaged Highlanders

Mission: Collaboratively engage the Highlander community in support of Radford University's mission

A copy of the presentation is attached hereto as ***Attachment B*** and is made a part hereof.

ADJOURNMENT

With no further business to come before the Committee, Ms. Throckmorton adjourned the meeting at 4:45 p.m.

Respectfully submitted,

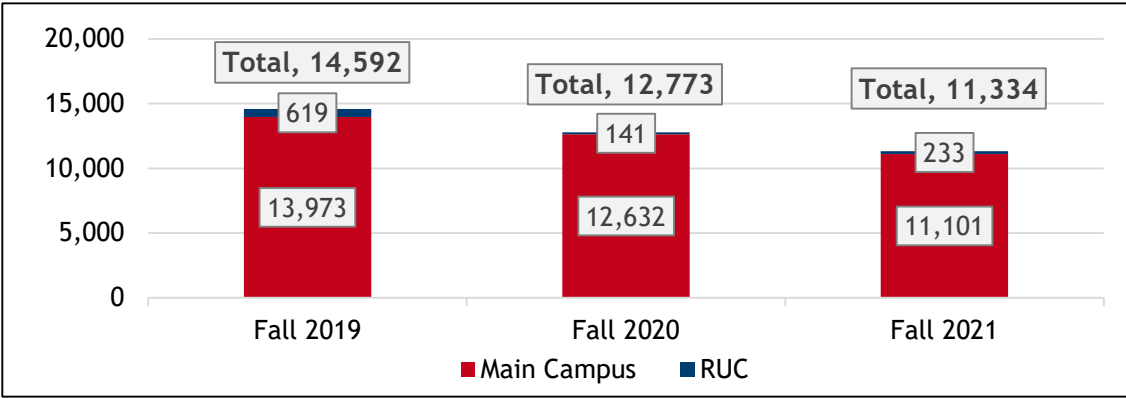
Ms. Sharon Ratcliffe

Executive Assistant to the Vice President for Advancement and University Relations

Enrollment Management Update

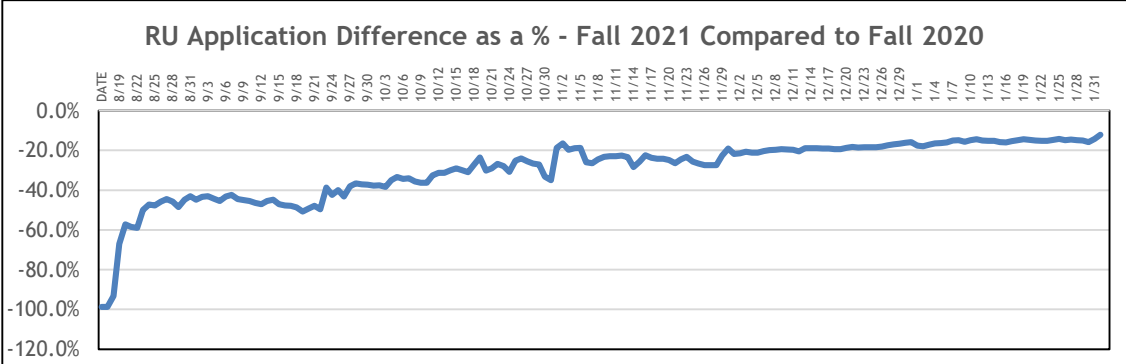
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New Freshman Applications (February 3)



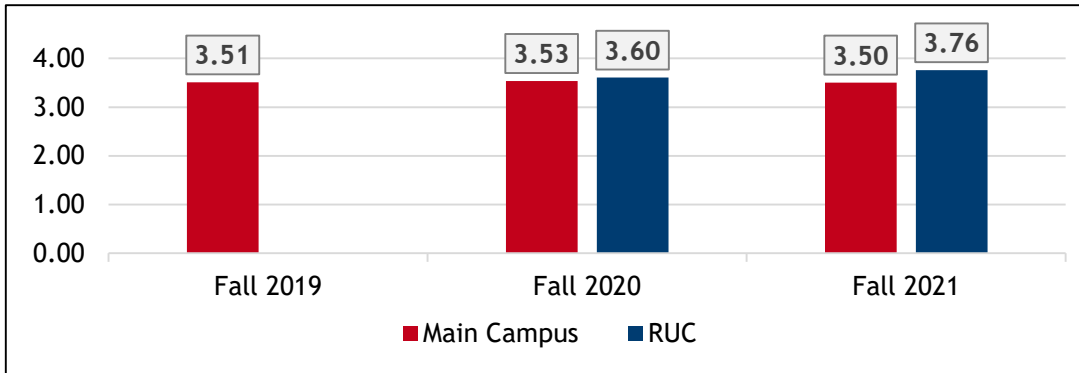
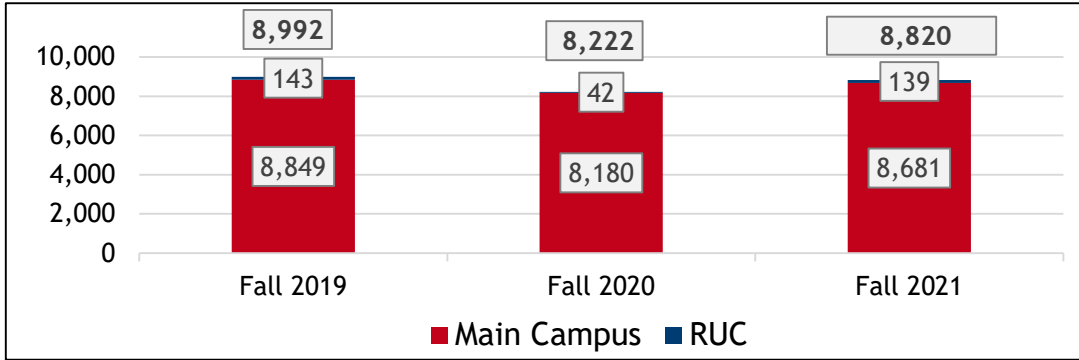
Fall 2021 application difference is decreasing at constant rate.

- Very different pattern is forming from previous years with students applying later at greater rates and **currently at lowest point.**



Application difference is aligned to national trends.

New Freshman Admits (February 3)



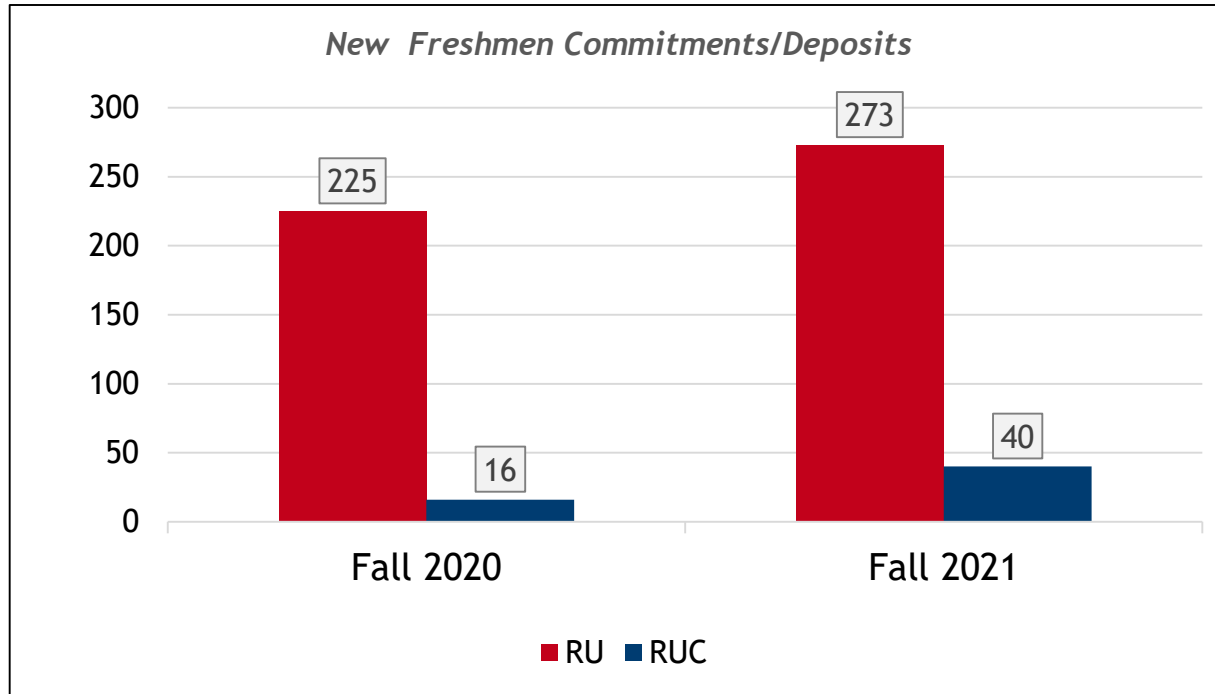
Strong Admits and Quality -

Admits are up 7.2% at RU and 231% at RUC:

- Due to strong academic pool and technology enhancements; and
- Allows us to get aid awards and commitments from students faster.

Student quality is in alignment with last year's record at RU and up at RUC.

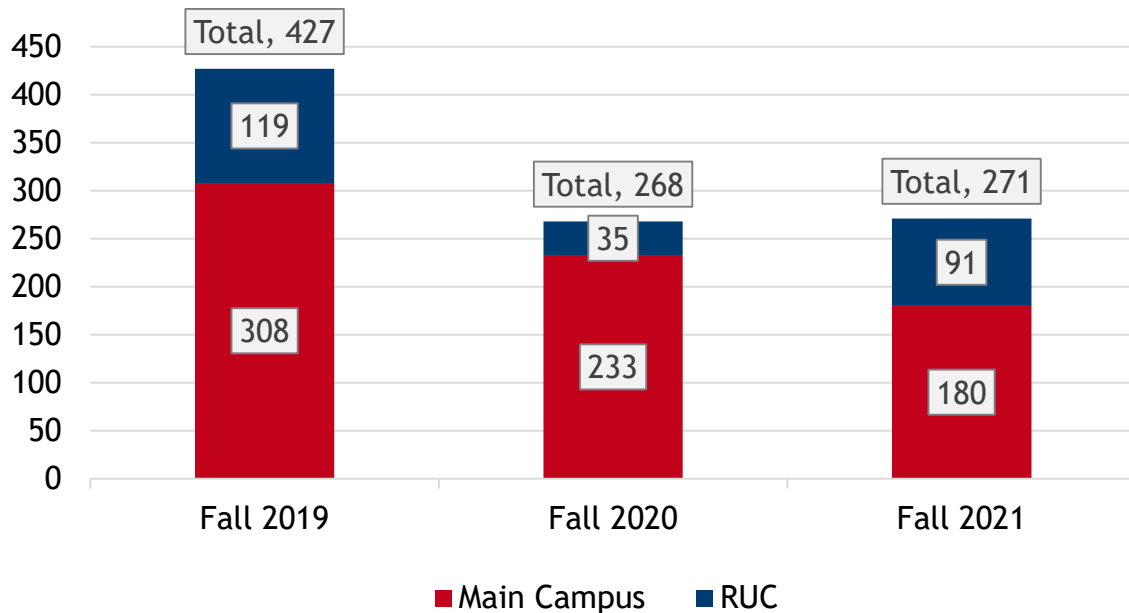
New Freshman Commitments/Deposits (February 3)



**Strong commitments /
Deposits on both campuses**

- **RU at 273, up 21.3%**
- **RUC at 40, up 150%**

New Transfer Admits (February 3)

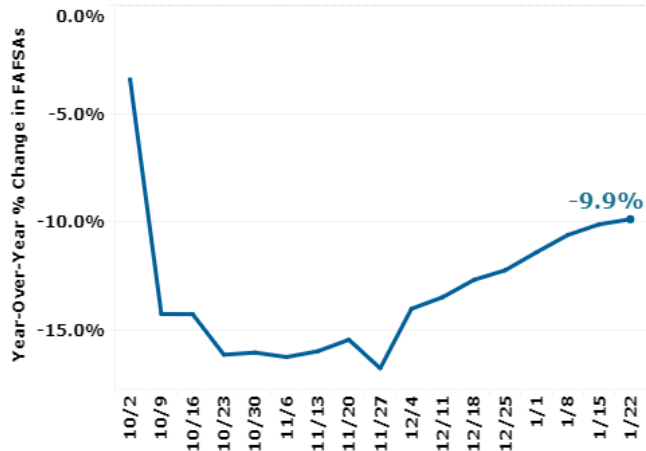


- Transfer admits are holding steady.
- Challenge this year is that VCCS has reported a 12% drop in overall enrollments last year and an almost 15% over the past two years.

Fall Recruitment Trends - FAFSA Submissions

National Data

Year-Over-Year % Change in FAFSA Completions



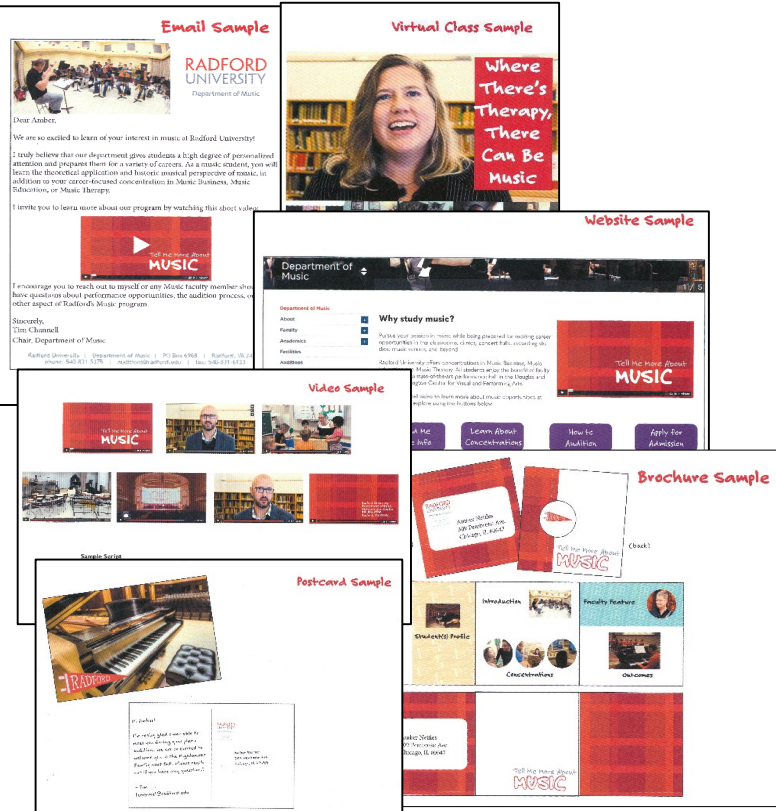
- National financial aid submissions are down 9.9% as of 1/22/21.
- Virginia numbers are down slightly more than the national trend:
 - Down 10.0% in Virginia;
 - Down 17.9% in multi-cultural students; and
 - Down 13.3% in rural areas.
- Radford is bucking this trend with our **financial aid applications slightly higher than last year.**

Source: <https://public.tableau.com/profile/bill.debaun.national.college.access.network#!/vizhome/FormYourFutureFAFSATracker/HomePage>

New Fall Recruitment Initiatives

Current Initiatives - Programmatic Recruitment

80 students attended last week!



Programs Launching Now:

- Allied Health Sciences
- Academic Success Center
- Criminal Justice
- Cybersecurity
- Dance
- Davis College of Business and Economics
- Geospatial Science
- Honors College
- Music
- Nursing
- Nutrition
- Psychology
- Social Work

Virtual Mock Classes Launching (Feb.) :

- Concept Mapping for Nursing (Nursing)
- Infant Nutrition (Nutrition)
- Time Management: Your New Superpower (ASC)
- Management and Entrepreneurship (Management)
- Protests in Hong Kong (Political Science)
- Intro to Economics (Economics)
- What Starbucks Can Teach Us About Choreography (Dance)
- Cell Biology, mRNA Vaccines, and Immunity (Biology)
- Intro to Marketing (Marketing)
- The Keys to Longevity (Psychology)
- Management and Virtual Reality (Management)
- Linguistics and Phonetics (English)
- Basics of Personal Finance...including Bitcoin (Accounting)
- Caring for Older Adults (Nursing)

Current Initiatives - You Visit- Student Tour +



- **Immersive Content**
360-degree photo and video tour stops that encourage student interaction
- **Inquiry Optimization**
Embedded calls to action that appear intelligently based on a student's tour journey
- **Audience Insights**
Data on overall virtual tour performance, including visitor engagement and conversion rates
- **Marketing Campaign Integration**
Multichannel promotion including integration into email marketing campaigns



4.7X

higher FAFSA completion rate



3.5X

higher inquiry-to-application rate



4.1X

higher campus visit rate



9X

higher inquiry-to-deposit rate

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We need your help!

Advancement and University Relations

RADFORD
UNIVERSITY

University Relations

You Visit Virtual Tour

- High-tech, immersive and detailed tour video in collaboration with Enrollment Management.
- Serves as a great way to experience our campus virtually and also a lead capture tool that will help fill the enrollment management pipeline.



University Relations

Center for Highlander Engagement

I'm excited to be a Highlander at



because:

I GET TO START
WORKING TOWARD
MY FUTURE!

We are held to
a high standard.

the opportunities I
have to serve my community ☺

University Relations

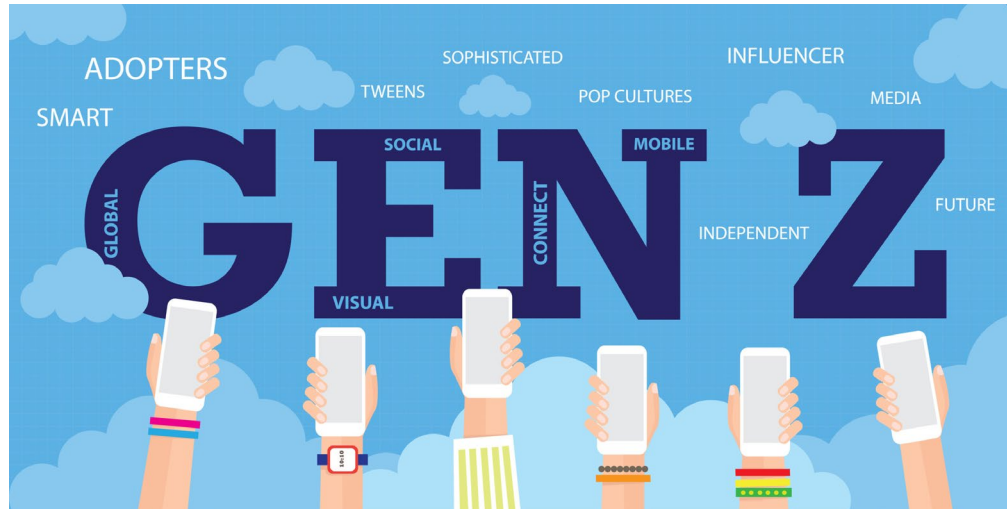
Highlander Pride at RUC



University Relations

VisionPoint

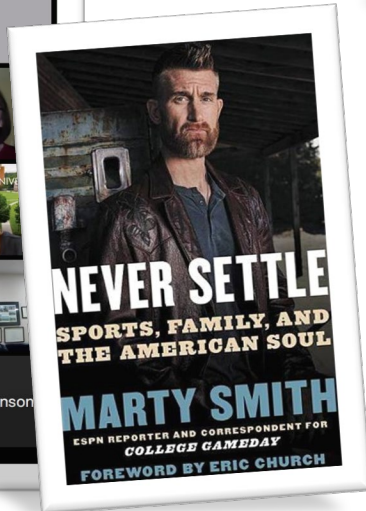
- Snapchat
- Ad Placement Optimization



Alumni Relations

Virtual Book Club

First book “Never Settle” by Marty Smith '98 concluded with a December Zoom discussion featuring Marty with over 40 attendees.

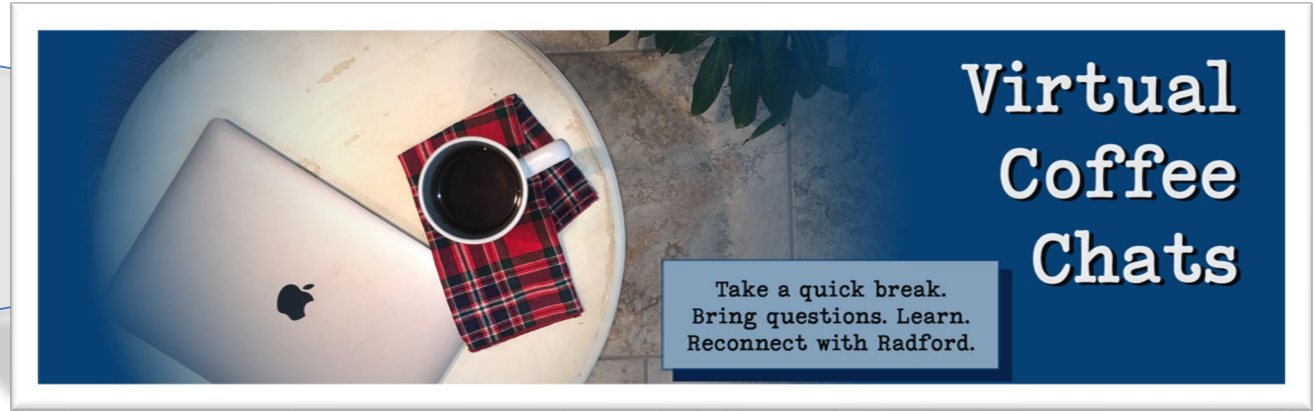


Virtual Story Time with Santa
243 participants joined via Zoom.

Alumni Relations

Coffee Chats

Launched on January 11, currently have 32 meetings scheduled in 11 states.



-  **New Webinar Wednesdays**
-  **The annual Alumni Love Story series**
-  **Coffee Chats with the Alumni Relations Team**
-  **Social media contests and prizes!**
-  **Virtual Highlander Athletics events**
-  **Black History Month programming**
-  **Kick-off of the "1000 Volunteer Challenge"**

February is for Highlanders

A month-long celebration of Radford University, with a focus on engaging volunteers in a variety of capacities

Annual Giving

Highlander10 Challenge and Senior Gifts

THE HIGHLANDER10 CHALLENGE
10 PROJECTS. 10 DAYS.

THE HIGHLANDER10 CHALLENGE HAS ENDED!

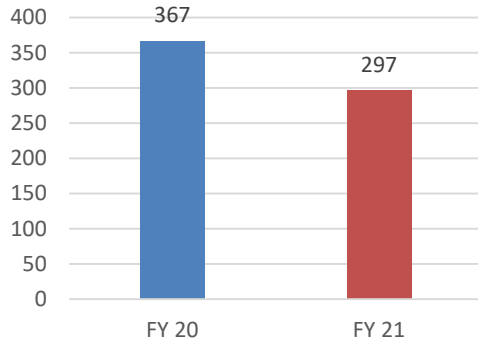
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HRS MIN SEC

\$26,760 RAISED 212 DONORS

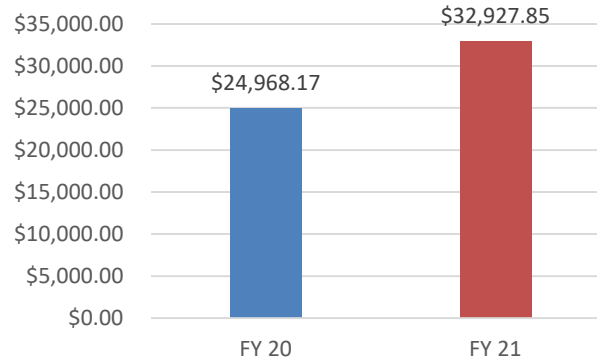
Annual Giving

Telephone Outreach Program | Fall FY2020 vs Fall FY2021

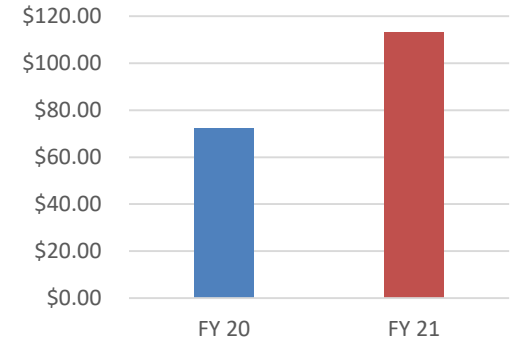
Total Donors



Total Dollars



Average Gift Amount



TOGETHER Campaign Update

Campaign Champions

Virtual Launch

Campaign Website

Campaign Steering Committee



Giving Overview

Fiscal Year-to-Date Giving:	FY 2020-2021 (7/1/20-2/5/21)*	FY 2019-2020 (7/1/19-2/5/20)*	FY2018-2019 (7/1/18-2/5/19)*	FY 2018-2019 (7/1/18 - 1/31/19)	FY 2017-2018 (7/1/17 - 1/31/18)
New Pledges	\$ 2,818,941	\$ 3,372,346	\$ 1,659,115	\$ 1,408,009	\$ 1,136,802
New Planned Gifts	\$ 5,310,850	\$ 1,231,692	\$ 34,964	\$ 34,964	\$ 1,539,855
Outright Cash Gifts	\$ 1,069,840	\$ 1,488,296	\$ 1,270,292	\$ 1,265,933	\$ 1,076,215
Gifts-in-kind	\$ 21,776	\$ 15,488	\$ 23,360	\$ 23,301	\$ 263,922
Gifts of Real Estate	\$ -	\$ -	\$ -	\$ -	\$ 590,000
Sponsored Programs	\$ 20,645	\$ 181,319	\$ 15,240	\$ 15,240	\$ 48,692
Total Giving	\$ 9,242,052	\$ 6,289,141	\$ 3,002,971	\$ 2,747,447	\$ 4,655,485

Fiscal Year-End Giving:	FY 2019-2020 Final	FY 2018-2019 Final	FY 2017-2018 Final	FY 2016-2017 Final	FY 2015-2016 Final
New Pledges	\$ 3,955,582	\$ 10,040,001	\$ 11,039,677	\$ 7,855,710	\$ 1,504,726
New Planned Gifts	\$ 1,391,622	\$ 539,964	\$ 1,565,555	\$ 1,192,050	\$ 5,090,000
Outright Cash Gifts	\$ 1,934,134	\$ 1,856,843	\$ 1,751,071	\$ 1,563,936	\$ 1,178,318
Gifts-in-kind	\$ 15,812	\$ 31,902	\$ 336,320	\$ 128,299	\$ 223,955
Gifts of Real Estate	\$ -	\$ -	\$ 590,000	\$ -	\$ -
Sponsored Programs	\$ 192,319	\$ 42,130	\$ 57,490	\$ 52,485	\$ 10,000
Total Giving	\$ 7,489,470	\$ 12,510,840	\$ 15,340,113	\$ 10,792,480	\$ 8,006,999

TOGETHER

VISION

Proud and Engaged Highlanders

MISSION

**Collaboratively engage the Highlander community
in support of Radford University's mission.**

RADFORD UNIVERSITY MISSION

**Radford University empowers students from diverse backgrounds
by providing transformative educational experiences.**

RADFORD UNIVERSITY

Advancement and University Relations

End of Board of Visitors Materials

