

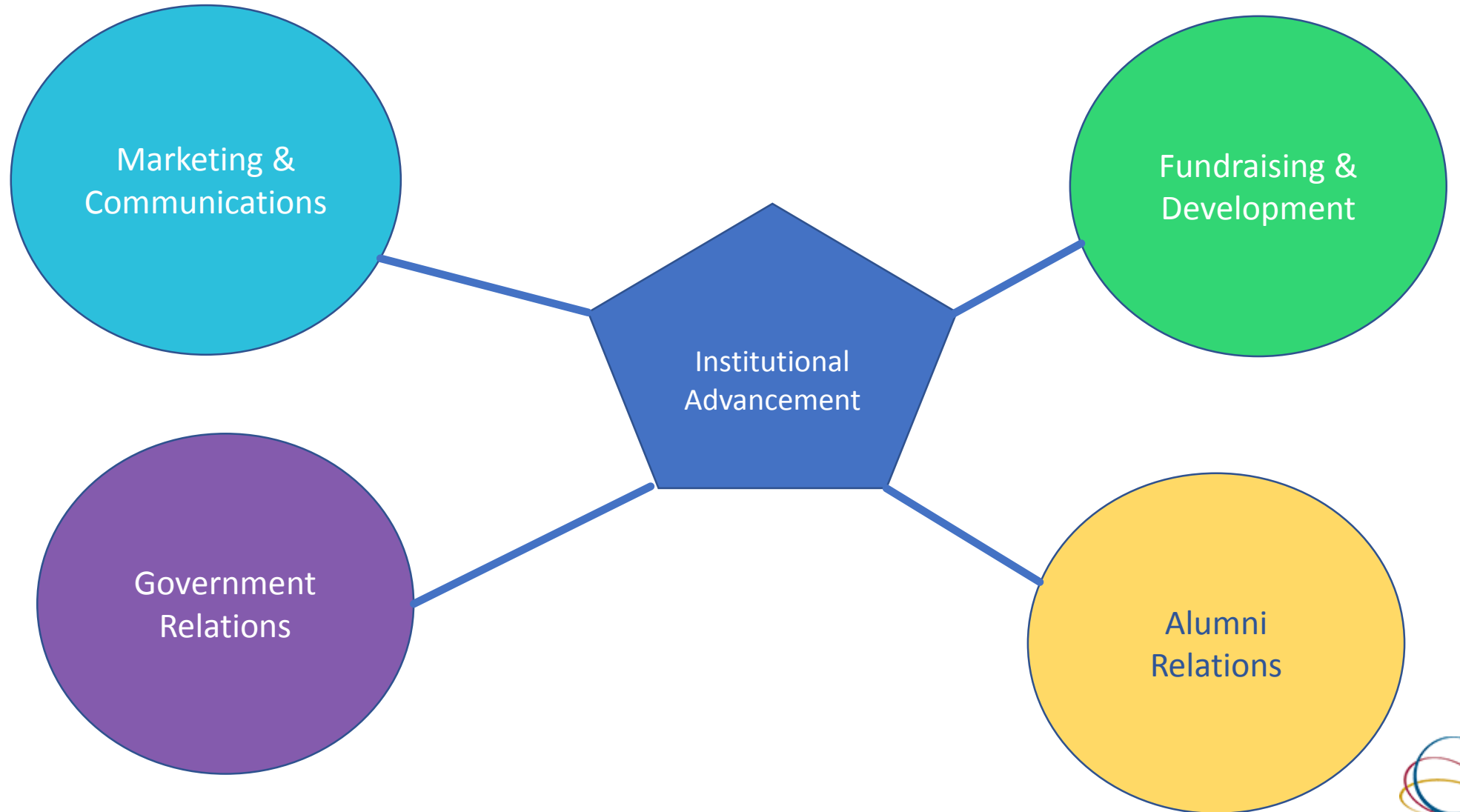


STATE UNIVERSITY OF NEW YORK  
COLLEGE OF OPTOMETRY®

# Institutional Advancement

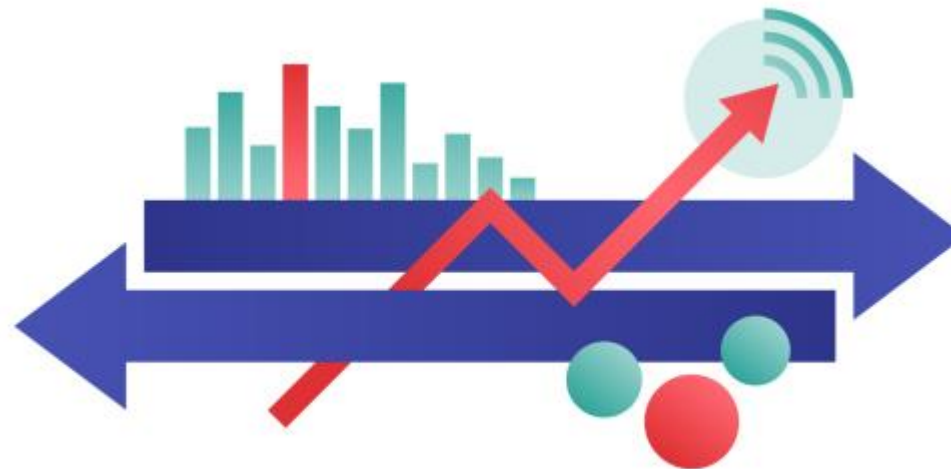


# Institutional Advancement



# Goal 9: Provide the financial foundation, administrative support, and environment to achieve the College's mission

- Produce, analyze, and act on performance data
- Encourage strategic and data-driven decision making, as well as transparency and accountability
- Improve financial performance and responsible spending



# Challenges

- Free tuition
- Student Debt

- Limited use of existing tools

- Tracking and analyzing data

- Communicating in understandable sound bites

- Small donor pool

- Large number of non-profits, competition

- Increased cost of Higher Ed



- 
- Advance existing partnerships
    - Increase visibility and media
  - Expand philanthropic efforts
    - Identify new partners and donors



# Giving

## FY2019

- \$997,327 raised, 401 gifts (2/28/19)
- Shifting timeline of major gifts
- Impacted by somethings outside our contr
- Increase in individual donors
- Completed OVFC Campaign 12/31

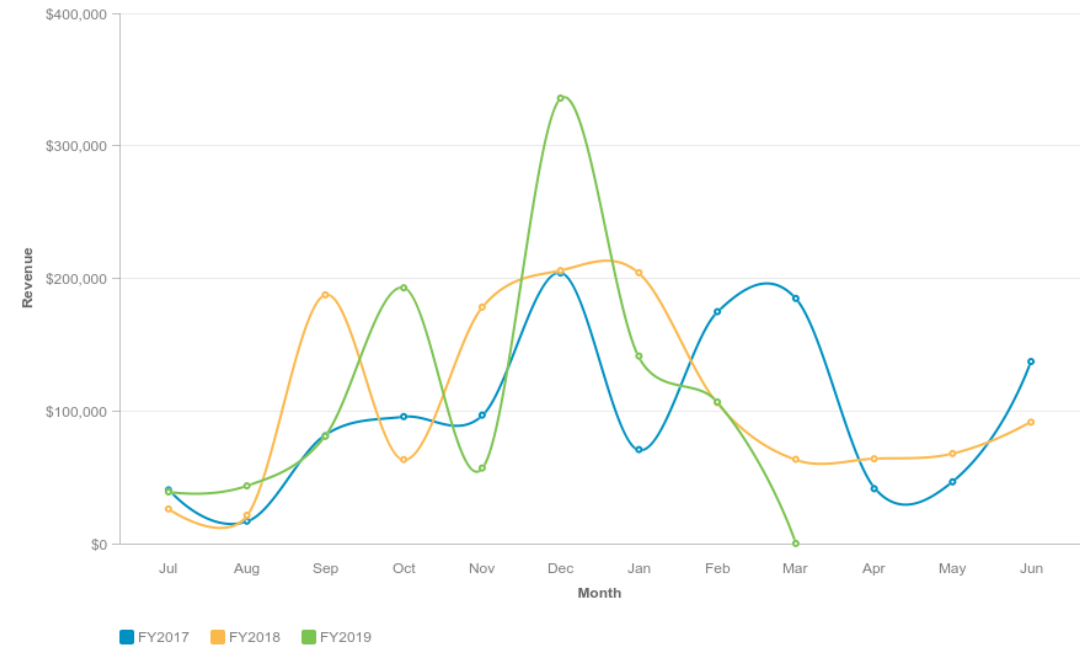
## FY2018

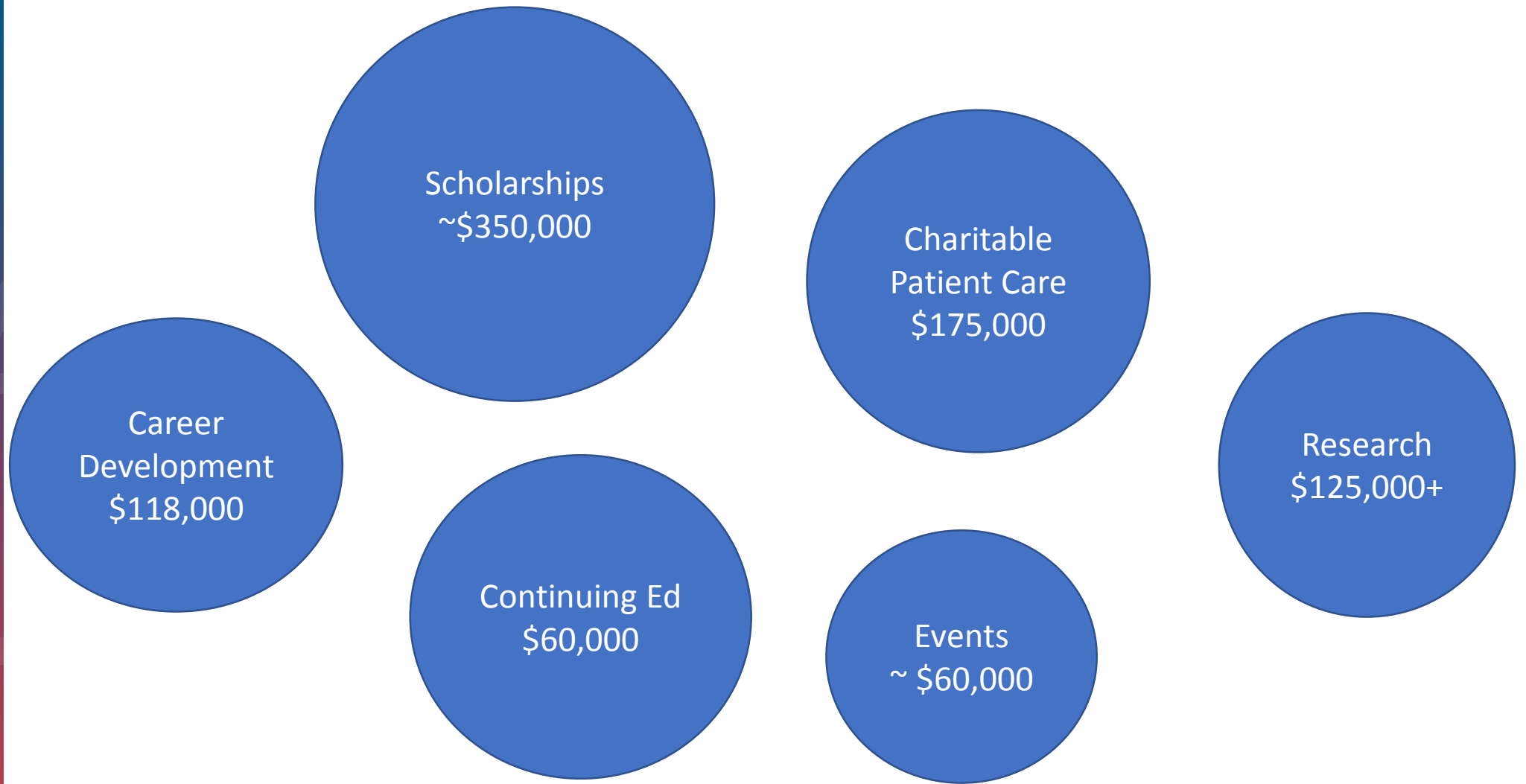
- \$993,002 raised, 419 gifts (2/28/18)

## FY2017

- \$781,162 raised, 412 gifts (2/28/17)
- Launch of OVFC Campaign

Year over year performance





Examples of where funding is directed



# How are we moving forward?

- Fundraising Plan
- Communications and Marketing Plan
- Website Redevelopment
- Launch of Social Media Marketing
- 50<sup>th</sup> Anniversary
- Increased reporting
- Updating processes
- Testing strategies



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# Focus Groups



- Individuals, Foundations, Corporations
- Perception and resonance
- Cultivate and advance relationships
  
- How can we deepen our connection / partnership with donors?
- How do you think we might elicit greater Philanthropic support in the future?





# Questions & Thoughts

