

## CPS Annual Report 2000-01

### Development Activities

#### Scholarships

One of our priorities is to develop, fund and maintain our student Scholarship programs. This year the Development Office worked with donors to establish five new Foundation accounts, including two scholarships in Education, two in HESA and the DeGuire Student Professional Development Endowment benefiting all CPS students. Eight Scholarship charters were revised and three current scholarships were endowed.



#### Donor Development

Individualized plans were established in FY00 for each prospective major donor in CPS. These plans continue to be created, monitored, implemented and revised for each donor. Donor prospect lists for each department, including Athletics, are continually revised, with additions and, in some cases, deletion of names as we learn more about the donors' interests. We began work on a series of interviews with donors and donor prospects that will help us to make that determination. In FY01 twenty-three face-to-face "Dialogue 2000" interviews were conducted. These interviews ranged from one to two and one-half hours in length. This process will continue through the fall of '01, perhaps becoming a permanent method of prospect **cultivation**.

The end of FY01 will see the new CPS Development Web pages under "Giving to the College" tab on the CPS Web site. The site includes information on the College's development activities and giving priorities; profiles of CPS donors; Development events; and information on different ways to give to the UWSP Foundation. This method of communicating our case for giving is becoming more important for developing our donor base as more alumni and seniors connect and use the Internet. A CPS Development Display board was also designed and produced for use at Alumni activities and other development events.

The Centennial Celebration for Home Economics on the UWSP campus will present us with a unique opportunity to reconnect with our most senior alumnae. The major of Domestic Science was established at the Stevens Point Normal School in 1902 as one of the only two majors on campus, the other representing the historical mission of teacher preparation. Leadership for the Celebration Event in year 2002 will be a major priority for the CPS Dean's and Development Offices as we look at the feasibility of the first \$1 million fundraising appeal in CPS. The work has begun as the Advisory Committee has met, committees have been formed, and preliminary plans are under way for the event on September 21, 2002.

Faculty, both current and retired, are an obvious source of donor support. To facilitate bequests and planned gifts, the CPS Development Office and Dr. Jane Jones from the Health Promotion faculty gave leadership to a series of Brown Bag luncheon seminars for UWSP faculty and staff. The seminars were presented through the UWSP Employee Wellness office and were all very well attended with attendance ranging from 24 to 56 in each of the sessions

The CPS Dean's Development office facilitated the 2<sup>nd</sup> Annual CPS Former Faculty Fest, inviting all retired CPS faculty and staff to campus for a one-half day event that included faculty presentations, an update on Development and general college activities, a tour of the HEC and a social hour and light lunch.

### **Administrative**

Integral to the successful completion of many Development projects this year has been the help from four part-time student workers. Dean North and I supervised these students as they helped with research, mailings, design of our annual Thanksgiving card, CPS Development Display Boards, and, most important, the writing of thank-you notes to our donors.

### **Stewardship**

One of the most important tasks we have is the thanking of our donors. The CPS Development Office sent a handwritten thank-you note from one of our students for all gifts coming into the College throughout the year.

### **Annual Appeals**

The CPS Development Office gave leadership to three annual appeals in FY01, two which included phonathons. The development of the Gelwicks Scholarship involved securing two leadership gifts and a mail campaign coordinated with former swim coach Red Blair. The CPS Spring Appeal for the Student Professional Development Endowment was the first all-college coordinated appeal. This campaign involved a mail piece to ALL CPS graduates, followed by a phonathon during which current students called alumni from their major. Many wonderful conversations took place and over \$20,000 was raised to support mini-scholarships for students attending professional conferences and

competitions. The third annual Excellence in Athletics appeal included a \$2500 leadership gift, a direct mail piece and phonathon where current athletes called all former UWSP athletes. The appeal raised over \$8500 for the fund to support our athletic program.



#### Results of Direct Solicitations for FY 2000-01

Gelwicks Scholarship	\$ 5,615.00
DeGuire Fund Appeal	20,000.00
McCaig Scholarship	10,000.00
Sheahan Scholarship	5,590.00
Joanis Scholarship	2,000.00
Excellence in Athletics	<u>8,067.00</u>
Total direct solicitation	\$51,272.00
Other contributions	4,535.00
<b>Total</b>	<b>\$55,807.00</b>