

PRAIRIE VIEW A&M UNIVERSITY



AND THE SURVEY SAYS...

Information obtained in a recent online survey emailed to some 10,000 former students, provided direction and a strategic basis for future fundraising efforts.

Used as a barometer, the survey measured the effectiveness of fundraising approaches and assessed the alumni's involvement with the University. It sought opinions on methods to reengage graduates, and identified the most effective communication vehicles. The survey indicated that 84 percent of those that responded are willing to support their alma mater utilizing their time, talent, and financial resources.

Other findings:

- Prairie View A&M alumni are willing to support an annual fund
- They want to be engaged in more volunteer opportunities
- Alumni prefer to receive frequent information updates

These results provided an inside view of the excitement level that still exists about Prairie View A&M University. With this new information the Office of Development will increase alumni involvement by reaching out to a larger number of graduates.

Alumni Giving Campaign Exceeds Expectations

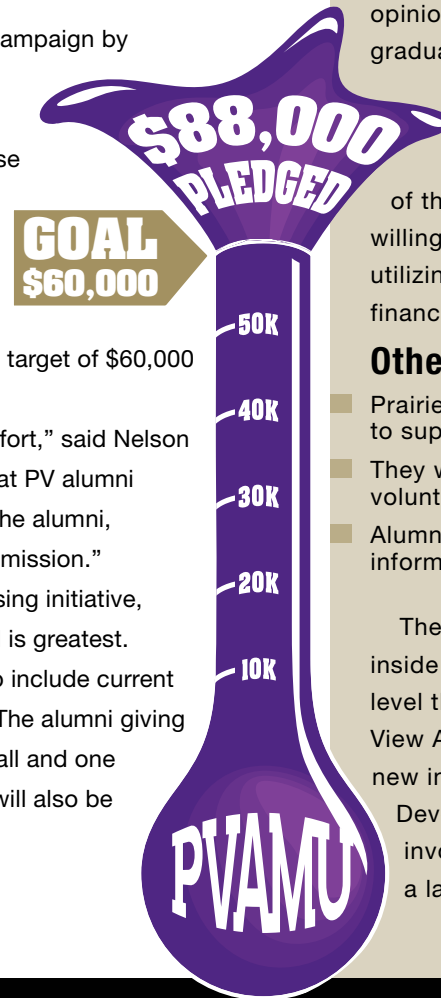
Prairie View A&M University launched its inaugural Alumni Giving Campaign by reaching out to those who have benefited the most... its graduates.

For twelve days, beginning April 21 through May 2, current Prairie View A&M students contacted 15,000 PVAMU alumni by phone to raise funds that support University operations, student programs, and the general scholarship fund.

The phon-a-thon was geared toward alumni reengagement and contact verification rather than gift solicitation. However, once the final phone call was completed and the pledges were tallied, the initial target of \$60,000 was exceeded by 48 percent, resulting in \$88,000 in pledged gifts.

"This is an absolutely astonishing accomplishment for a first time effort," said Nelson Bowman, the University's director of development. "While we knew that PV alumni would be supportive, we did not expect to this degree. All gifts from the alumni, regardless of size, are a testimony of their support for the University's mission."

Going forward, the Alumni Giving Campaign will be a yearly fundraising initiative, designed to secure unrestricted gifts that can be used where the need is greatest. While the most sought after supporters would be alumni, the plan is to include current students, parents, grandparents, faculty, staff and friends of PVAMU. The alumni giving campaign will consist of two student-caller phon-a-thons, one in the fall and one in the spring. Supplemental direct mail pieces and email solicitations will also be sent throughout the school year.



Why I Give...

Dr. Bethaniel S. Jefferson

“Many dreams are dreamt as children and should not have to be deferred due to economic status. I pray that my gift will help dreams become realities by opening doors that one thought were closed.”



Dr. Bethaniel S. Jefferson is a native of Huntsville, Texas. She graduated from Prairie View A&M University in 1999 with a bachelor's degree in biology and went on to earn a Doctor of Dental Surgery (DDS) from the University of Missouri-Kansas City, School of Dentistry in 2003.

Upon graduation, Dr. Jefferson moved back to Texas where she practiced as an associate in the Houston area. As she continued to perfect her craft, she maintained one childhood dream – to open her own dental practice. On March 1, 2007 that dream became a reality as Diamond Dental.

At Diamond Dental, patients can begin receiving preventative care at six months old. Dr. Jefferson hopes to combat dental disease, especially in children, by educating patients and their parents on preventative maintenance, recommended procedures, and treatment alternatives.

To stay abreast of the latest technological and procedural advancements in the industry, Dr. Jefferson takes pride in completing more continuing education courses than the state's yearly requirement. She is a member of the American Dental Association, The Texas Dental Association and the Greater Houston Dental Association.

www.pvamu.edu

Willie F. Trotty, Vice President, Research and Development
Nelson Bowman, III, Director of Development
Sue Sampleton, Coordinator, Gift Processing

GIVING BACK



Dr. Twana Edwards '90 presents sophomore Alexis Washington her first scholarship award.

Annual Campaign, Capital Campaign, Athletic Stadium Campaign, *What is the Difference?*

Prairie View A&M University has received many questions concerning fundraising efforts occurring concurrently at the University. Common questions are: “*Why do you need an Annual Campaign? Didn't you just successfully complete a Capital Campaign? And what's this Athletic Stadium Campaign?*” While the practice of multiple campaigns jointly running is universal for institutions of higher learning, it is important to understand how each one works.

The **Annual Campaign** is the foundation of any ongoing and healthy development program. Traditionally comprised of unrestricted gifts that are used for operations, the most valuable annual gifts can be defined as spendable, renewable and upgradeable. Without an annual campaign, an organization often finds itself involved in crisis fundraising, which is also known as “**Give** us money or we will have to **Drop** the program, **Go** out of business, or **Fail** to provide for people who need us—and it's going to be your fault!” With a successful fund raising program that is built around an annual campaign, this will not be the case. Instead, there will be a carefully planned and implemented approach to raising necessary money in an orderly and timely manner.

A **Capital Campaign** is an intensive fundraising effort designed to raise a specified sum of money within a defined time period. PVAMU's EXTEND THE VIEW campaign secured \$32,584,128 in private contributions from individuals, foundations and corporations. The campaign provided support for merit-based student scholarships, faculty chair endowments, equipment and technology, building renovations, historical building preservation, student support services, athletic scholarship endowments and general University endowments.

The **Athletic Stadium Campaign** is a fundraising initiative that is being coordinated by the Prairie View A&M Foundation (PVAMF). The Foundation's role is to solicit and invest private donations that will be allocated back to the University for major projects and programs. Due to its 501(c)(3) classification, the PVAMF has greater latitude in fundraising. Currently, the University and the Foundation are working hand-in-hand reviewing the cost estimates and the design options to determine the ideal project. To learn more about the project, go to www.pvamf.org.

the view continues

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