

Building Futures One at a Time: The Campaign for Cazenovia College

Campus Campaign Frequently Asked Questions

Why launch a comprehensive fundraising campaign now?

Despite the current economic challenges on a national and international level, Cazenovia College leadership determined that we cannot afford to delay. The goals we have—for our curriculum, student access, recruitment and retention, faculty and staff development, and increased financial stability—are long-term goals, and the sooner we begin, the better.

What is the campaign's financial goal?

We expect to raise \$10 million over the course of the campaign. A feasibility study was conducted in 2009-2010 which indicated that this would be a challenging, yet achievable goal based on the number of prospective donors we can contact over the course of a five-year campaign. Over \$4 million in gifts and pledges has been raised to date.

Besides raising money, are there any other benefits to such a large undertaking?

In addition to the \$10 million goal, this initiative is intended to:

- Increase the percentage of alumni annually supporting Cazenovia College from 11% to 15% by 2015;
- Stimulate planned giving;
- Enhance corporate and foundation support;
- Identify and recruit new volunteer leadership; and,
- Raise the profile of the College in the local community and beyond.

How long will the campaign last?

The campaign will last a total of five years, from July 1, 2010, through June 30, 2015.

What are the campaign priorities?

There are six identified areas of focus:

- A refurbished and expanded facility for the studio arts on South Campus (\$3 million)
- Modernization of the science laboratories (\$1.5 million)
- A synthetic turf athletic field (\$1 million)
- Endowment for student financial aid (\$1 million)
- Endowment for academic excellence in support of faculty and students (\$1 million)
- The Annual Fund, which supports current programmatic/operating priorities of the institution (\$2.5 million)

These projects are this campaign's priorities; however, you are welcome to choose another area to support that is important to you.

How did College leadership decide on these priorities?

During the course of a senior staff retreat, top administrators came prepared to discuss and participate in a planning exercise led by Carol Satchwell, vice president for institutional advancement. The above priorities were determined based on their collective benefit to the College and alignment with strategic goals as outlined by the Long-Range Planning Council, Strategic Planning Committee, and the board of trustees.

What is a comprehensive campaign? How is it different from a capital campaign?

A comprehensive fundraising campaign seeks support for a range of programs and opportunities across the institution, both existing and new. Beginning July 1, 2010, all gifts to Cazenovia College, in support of all areas, will be counted toward the total campaign goal, even if the donation is not specifically designated for a campaign priority.

Traditional capital campaigns are smaller in scope, focusing on generating support for a single large project, such as a new building or program. A comprehensive campaign allows more flexibility for donors, who can choose to make a gift to support an existing or new program, a new building or renovations of existing facilities, or invest in the College's endowment.

Some institutions do not make a distinction between these types of campaigns, and use the word "capital" (as in "raising capital") for all large-scale fundraising efforts.

What is a quiet phase?

During the quiet phase, we will not advertise the initiatives or the fundraising goals publicly, but will be sharing them with those closest to the College—like our campus community—in order to gain initial support. The aim of this phase is to garner several large initial pledges—called leadership gifts—as well as contributions of all sizes from our "inner circle." These donations provide the foundation of the campaign. That is why this is sometimes called the "leadership phase."

The quiet phase does not mean the campaign is a secret; we will be talking about it both internally and with external audiences. Not making a major public announcement gives the campaign leaders the flexibility to adjust dollar amounts. Once the campaign is in the public phase, we will be reaching beyond our closest friends to a broader group of constituencies.

Why is faculty and staff giving so important to the comprehensive campaign?

Gifts from faculty and staff provide funding for important initiatives at Cazenovia College. They are also an endorsement of the College, announcing to alumni, parents, friends, corporations, and foundations that Cazenovia College is an institution worthy of support, with philanthropy starting at "home."

When will faculty and staff be asked to make a gift?

The active phase of the campus campaign is from March 12 through April 30. During this time, volunteers will present to faculty and staff during division and department meetings, where they will answer questions about the campaign and request your support. The campus campaign is an ongoing effort, however, and gifts and pledges may be made at any time until the comprehensive campaign's conclusion on June 30, 2015.

What are the goals for the campus campaign?

We have set monetary and participatory goals for the campus campaign. Our aim is to raise \$460,000 with a participatory rate of 60% over the five-year span of this fundraising effort. Over \$360,000 in gifts and pledges has already been counted toward the \$460,000 total.

Your gift of any amount will make a difference. Potential donors as well as corporations and foundations notice campus participation when considering their own contributions. When a large percent of faculty and staff support their institution, it is a reflection of the campus community's confidence in the College's mission.

Not everyone can afford to make a large contribution. What difference could a small gift make?

Each gift—no matter what size—is important. Whatever amount you choose to give, your contribution shows that you believe in the College and its mission; your participation is what is most important.

With the cuts to the College's match to my TIAA-CREF account, I feel like I already have "given back." Why should I give more?

The most important message that we can convey during the campus campaign is that the decision to give—or not to give—is your decision alone. All of us recognize that while many members of the campus community will decide to contribute to the comprehensive campaign, there will be others who decide not to participate. Our role is solely to provide information and ask for your consideration.

I support the Annual Fund, isn't that enough?

The Annual Fund is one of the identified areas of focus for the campaign to which contributions are much appreciated. During a comprehensive campaign, donors are often asked to consider increasing their annual support and to select an additional area of interest to fund. Regardless of your decision, your gift makes a difference to the students of Cazenovia College.

I'd like to make a gift to support a different area or program, one that isn't listed in the campaign priorities. Will that be counted toward the campaign totals?

Yes. All contributions made since July 1, 2010, will count toward the comprehensive campaign's totals. You may designate your gift to any department, program, scholarship, or other initiative that you value at Cazenovia College. For more information about your options, please contact Institutional Advancement at 655-7369.

Will my donation be used now or is it "banked" until the end of the campaign?

- Unrestricted gifts are put to use as soon as the money is received.
- Fully endowed funds are invested immediately. A portion of the investment return will be distributed annually following the first fiscal year that the principal gift is endowed at equal or greater to the threshold amount determined.
- Donations to large projects, such as buildings, are put to use once a minimum funding threshold is reached, an amount that is determined by the board of trustees.

Is my gift tax deductible?

Yes.

How does payroll deduction work?

Payroll deduction is the easiest and most convenient way to make a gift, with many members of our campus community making their donations this way. A specified amount of money is automatically deducted from your check each pay period and allotted to the area of your choice. The minimum amount for payroll deduction is \$1 per pay period, which is a \$26 gift by the end of the year.

In order to take advantage of the payroll-deduction option, please contact Pete Way, director of the annual fund, at 655-7220 or at pmway@cazenovia.edu.

Please note that your payroll deduction must be reauthorized by you each year, unless a multi-year pledge is made.

Who will know about my gift?

Your name will be listed in the College's *Annual Report of Gifts*, as well as on a newly inaugurated faculty and staff donor wall in Hubbard Hall. Please note that while general giving levels are denoted in the *Annual Report of Gifts*, the exact amount of your gift is not specified.

May I keep my gift confidential?

Absolutely, you may specify that your gift is anonymous. Please be sure to denote this fact clearly on your pledge card, or call the Office of Institutional Advancement at 655-7369.

May I make a gift jointly with my spouse?

Yes, you may choose to make your gifts as an individual or as a couple. Several Cazenovia College employees have spouses who work here as well.

How do I make my gift?

To make a one-time gift:

- Cash: Drop off in person to Judy Papayanakos, development assistant, Office of Institutional Advancement, Cazenovia College, Joy Hall, 2nd Floor, 22 Sullivan Street. Please do not send cash through campus mail or the U.S. Postal Service.
- Check: Make payable to *Cazenovia College*, and send to the above address.
- Credit card: Include your credit card number and expiration date on your pledge card or make your gift online now.
- Payroll Deduction: In order to make an ongoing gift through an automatic deduction (26 times per year), fill out the pledge card appropriately and remit it to the above address.

How do I get a pledge card?

A pledge card was mailed to your home. You may also stop by the Office of Institutional Advancement on the 2nd floor of Joy Hall to obtain another one, or please contact Judy Papayanakos at jpapayanakos@cazenovia.edu or 655-7369, and one will be mailed to you.

How do I submit my pledge card?

If you choose not to submit your gift online, please complete the pledge card you received in the campus campaign brochure and mail it (along with a check, if applicable) to:

Judy Papayanakos
Development Assistant
Office of Institutional Advancement
Cazenovia College
22 Sullivan Street
2nd Floor
Cazenovia, NY 13035

You may use the return envelope you received with your campus campaign brochure to send the pledge card through campus mail by crossing out the city, state, and zip and writing 'Campus Mail' on the envelope. To ensure your gift is secure and credited properly, please do not send cash through campus mail or the U.S. Postal Service.

Be sure to sign your pledge card.

I'm interested in making a multi-year pledge during the leadership phase of the campaign; whom should I contact?

A staff member of the College's Office of Institutional Advancement will work with you on the details of a multi-year pledge. For more information, please contact Carol Satchwell, vice president of institutional advancement, at 655-7144 or csatchwell@cazenovia.edu.

Since the comprehensive campaign began on July 1, 2010, do my gifts since then count?

Yes. All gifts made since July 1, 2010, count toward campaign totals and may be included as a part of your multi-year pledge.

How can I designate a gift in honor of or in memory of an individual?

To designate a gift in honor of a living individual or in memory of a deceased individual, faculty and staff should include a note with their completed pledge cards that list the following (as applicable):

- The name of the individual being honored and his or her mailing address. A card will be sent to let the individual know a gift was made in his or her honor. Dollar amounts will not be shared.
- The name of the individual being memorialized, and the name and mailing address of the family member who should be notified of the gift. Please also note the relationship of the family member to the deceased.

Will my gift through the campus campaign qualify me for the 1824 Society?

The 1824 Society is Cazenovia College's leadership giving recognition program. Annual recognition is extended to donors who make gifts to the College that total \$1,824 or more a year. Gifts may be made by payroll deduction, cash, and securities. Regarding payroll deductions, a bi-monthly contribution of \$70.15 annually will qualify a donor for this recognition. A combination of payroll gifts and cash may also be contributed.

Alumni, parents, friends, faculty, staff, and students all are eligible for recognition in the 1824 Society.

How do I learn more about including Cazenovia College in my retirement or estate plans?

You have the power to make a lasting impact on Cazenovia College through a planned gift. These types of charitable arrangements let you support our students and programs far into the future while also providing potential tax, income, and recognition benefits to you and your estate.

If you'd like to learn more about planned giving opportunities, please contact Darcy Nolan, director of major and planned gifts, at 655-7012 or danolan@cazenovia.edu.

What is a corporate matching gift program?

You may double or even triple the impact of your gift if your spouse works for a company that offers a matching gift program. Ask your spouse to contact his or her human resources department for more information about an employer's possible corporate matching gift program.

A completed matching gift form may be sent to:

Judy Papayanakos
Development Assistant
Office of Institutional Advancement
Cazenovia College
22 Sullivan Street
2nd Floor
Cazenovia, NY 13035