Averett Ascending

THE CAMPAIGN FOR
BIGGER DREAMS & BOLDER FUTURES

Bigger Dreams & Bolder Futures

Averett Ascending
THE CAMPAIGN

Campaign Co-Chairs

Tiffany & Joe Franks

Lenora Billings-Harris & Charles Harris

Ann & Kent Brown

Mary & Bill Riddle

Beverley & Doug Dalton

Honorary Co-Chairs

Barbara Collie '50
Collie Equipment
Danville

Violet '52 & Ray Frith
Civic Leaders
Bassett

John & Sue Ellen Rocovich
Edward Via College
of Osteopathic Medicine
Roanoke

Landon & Kathryn Wyatt
Civic Leaders
Danville

Ben & Betty Davenport
Davenport Energy
Chatham

Drs. Frank & Dugan Maddux
Fresenius Medical Care
Boston

Dick & Jean Wright
The Wright Group
Richmond

Campaign Cabinet Regional Teams

Danville Team

Jessie Barksdale
FAA, Civic Leader
Danville

Jan Barnett
Civic Leader
Danville

Mira Becher
Civic Leader
Danville

Vesa Hiltunen
Ret. Averett University
Danville

Mark Jones '86
Pittsylvania Co. Schools
Danville BR

Emma Maddux Kozlowski
Civic Leader
Hardy

Ron Palmer '00
Infinity Global Packaging
Danville TF/BR

Sammy Saunders
Harris Harvey Neal
Danville

Hampton '73 & '87 & Barbara Wilkins
Civic Leaders
Danville

Martinsville Team

Gary Collins '80, '82
Stifel
Martinsville

Virginia Hamlet
Hamlet Vineyards
Bassett

Richmond Team

John & Patsy Barr
McGuirewoods LLP
Richmond

Whitt Clement
Hunton Andrews Kurth LLP
Richmond

NoVa Team

Jan Clarke '82
University of Mary Washington
Ruther Glen

Todd & Cindy Yeatts
Boeing Company
Arlington

NC Triangle Team

Kirk Bidgood
Civic Leader
Raleigh - Danville

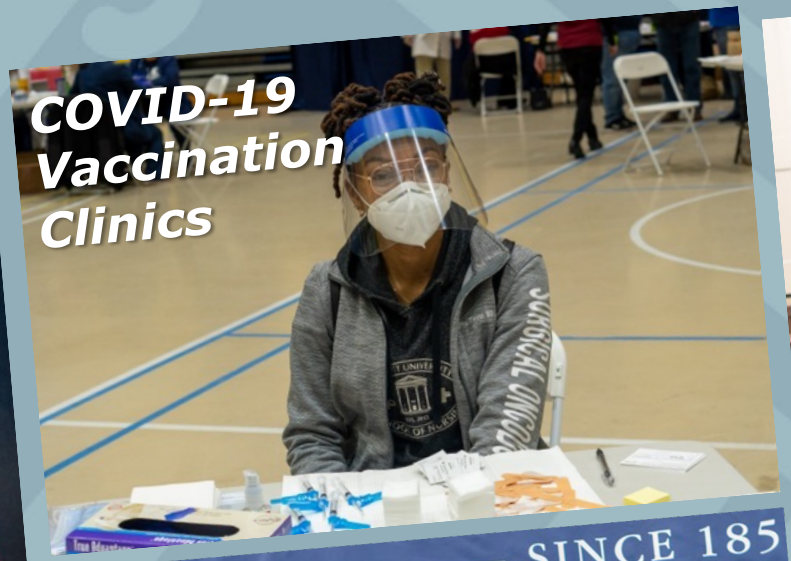
NC Charlotte Team

Bernard Morrell '88
Bank of America
Charlotte

On Call Staff Team – Always Ready

Dr. Tiffany Franks
Melissa Wohlstein
Buddy Rawley '75
Emma Sellers
Kevin Jacques

A Safe and Thriving Campus



BIGGER DREAMS & BOLDER FUTURES

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2025 AVERETT UNIVERSITY SINCE 1859

Vision:

Averett University will be a model for partnership and innovation in learning, assuring our graduates will be highly competitive in the workplace and creative and agile leaders in their fields.

Mission:

Averett University prepares students to serve and lead as catalysts for positive change

	Innovative Partnerships	Enrollment Growth & Visibility	Transformational Learning Experiences	Sustainable Foundations
Student Stakeholders	Innovative opportunities for students & marketplace	Provide relevant programs & flexible learning paths	Deliver high impact, relevant learning experiences	Student-, Faculty-, and Staff-Centered Facility Development
Financial Resources	Generate $1M in revenue annually	Increased investment in growth strategies/increased revenue from growth	Invest in innovative student experiences/revenue from retention	Revenue for strategic priority investments
Internal Processes	Re-align University resources for partnership success	Agility for maximum market responsiveness	Optimize pathways from classrooms to careers	Innovative strategies for pricing and affordability
Organizational Capacity	Reimagine partnership possibilities	Student-centric and market relevant	Re-Envision Education for the Future	Averett 2025 Comprehensive Campaign

Values:

Agility • Curiosity
Faith • Growth
Inclusivity • Imagination
Integrity • Learning
Openness • Relevancy
Transformation

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Opportunities Ascending – The Campaign

- **Campaign Feasibility Study - $30 million or more, post Covid, recruit leaders old & new, cultivate new donors**
- **Building the vision**
- **Campaign Planning**
- **Trustee Approval – Comprehensive Campaign**
- **Campaign Cabinet – Co-Chairs, Honorary, Regional Cabinet**
- **Rolling Goals – Increase as lead gifts demonstrate potential**

Benefiting Averett students for generations to come

Opportunities Ascending - Transforming Student Lives

- **Increase Scholarship Opportunities**
- **New Endowed Professorships**
- **Support for Academic Success**

Benefiting Averett students for generations to come

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Averett Ascending THE CAMPAIGN

Impressions Ascending - Transforming the Campus

- **New Welcome Center & University Complex**
- **New Campus Commons**
- **New Residential Living & Community Experience**

One Team Ascending - Transforming the Campus

- **New Field House**
- **New Intercollegiate Athletics Facilities**

  New Baseball/Softball Complex, Tennis, Wrestling, Fitness, Dining, Faculty Offices

Main Campus Arrival Signage, Fountain and Parking Court

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Learning Commons and Welcome Center
Future!
Averett University
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Campus Lawn
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Frith Hall Addition

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Renovated Student Plaza
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Grant Center Addition and Renovations

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Grant Center Wrestling Addition

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Tennis Facility at North Campus

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Field House

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Baseball/Softball Complex

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Impact Ascending - Transforming Vital Workforce Priorities

Market-Responsive Academic Programs

- *Healthcare Administration*
- *Entrepreneurship and Small Business Operations*
- *Hospitality Management*
- *Information Systems/Security*
- *Online Psychology*

Learning Ascending - Transforming the Learning Environment

- **Averett Online**
- **21st Century Classrooms & Labs**
- **Reimagined Library**

Residential Improvement Plan

Consider creating new upper classman housing in the River District or North Campus instead of renovating all of the existing spaces on Main Campus.

Renovated Riverview Courtyard
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Averett Online Call Center/ Entrepreneurship and Innovation

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COMPREHENSIVE CAMPAIGN

Averett Ascending - Campaign Timeline

• Campaign Chairs Review	February - March 2021
• Momentum Gifts Phase	February - May 2021
• Finalize Campaign Cabinet and Marketing Materials	April - May 2021
• Lead Gift Cultivation & Solicitation Visits	June 2021 - December 2022
• Major Gifts Phase/Goal Announcement	January - June 2024
• Public Gifts Phase/Campaign Closure	July 2024 - December 2025

Averett Ascending Campaign Progress Report

Total Campaign Giving

$12,548,755

** As of June 15, 2021*

BIGGER DREAMS & BOLDER FUTURES

Averett Ascending THE CAMPAIGN

Averett Ascending Campaign Progress Report

Momentum Gifts	**$6,494,000**

** Includes restricted gifts received FY 2019-2020*

FY 2021 Momentum Gifts	**$6,054,755**
Forecasting/Expectancies/Pipeline	**$1,754,000**
Projected Campaign Total	**$14,302,755**

** Projections through the next four months*

BIGGER DREAMS & BOLDER FUTURES

Averett Ascending THE CAMPAIGN

Roles of Campaign Leadership & Next Steps

Averett University | June 16, 2021

Campaign Essentials

Successful Campaigns are Leader-Driven & Staff-Supported

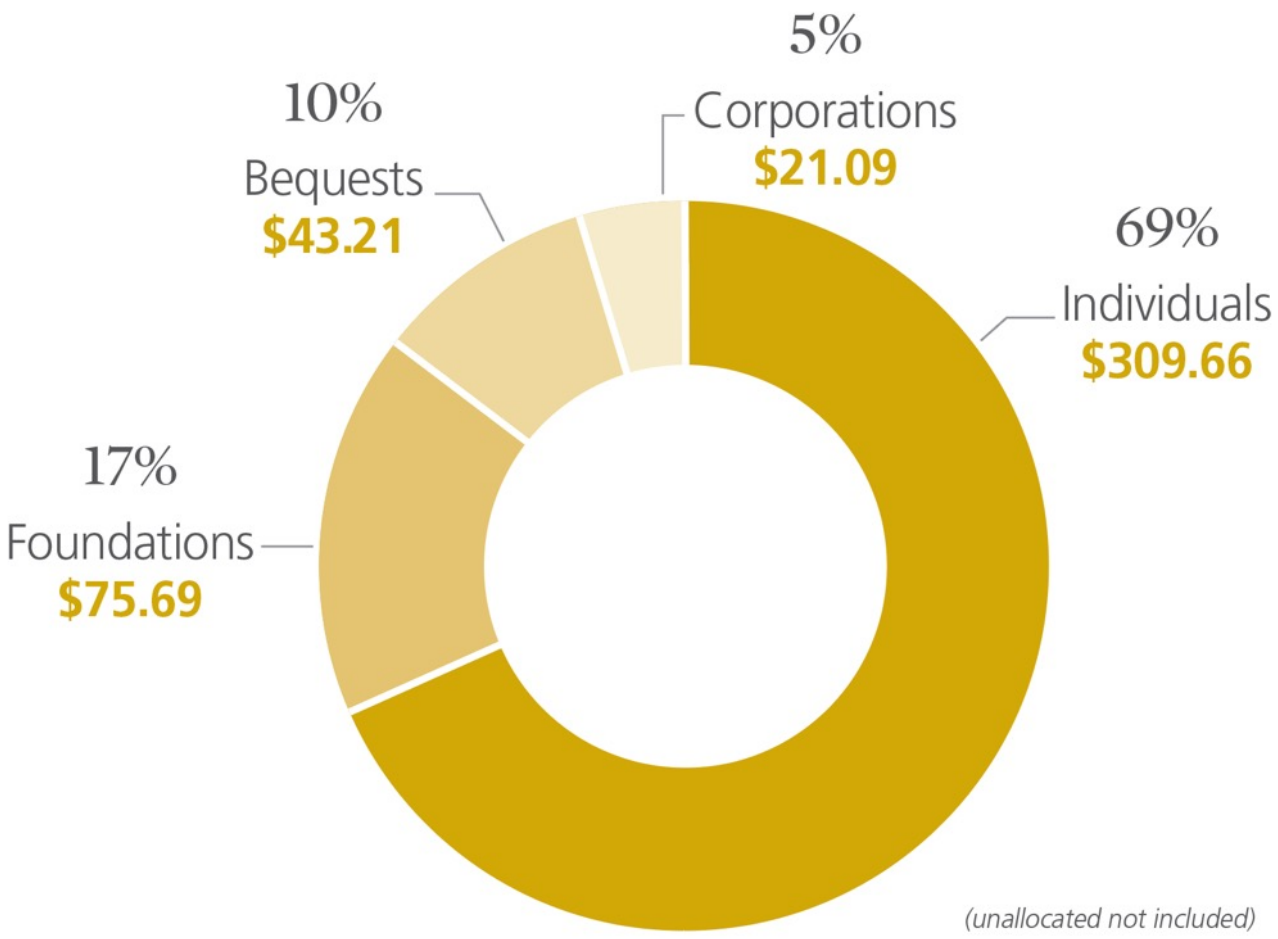
Readiness
- **Focused action… building staff infrastructure and capacity**

Case for Support
- **Shape Our Story… inspiring donors and leaders**

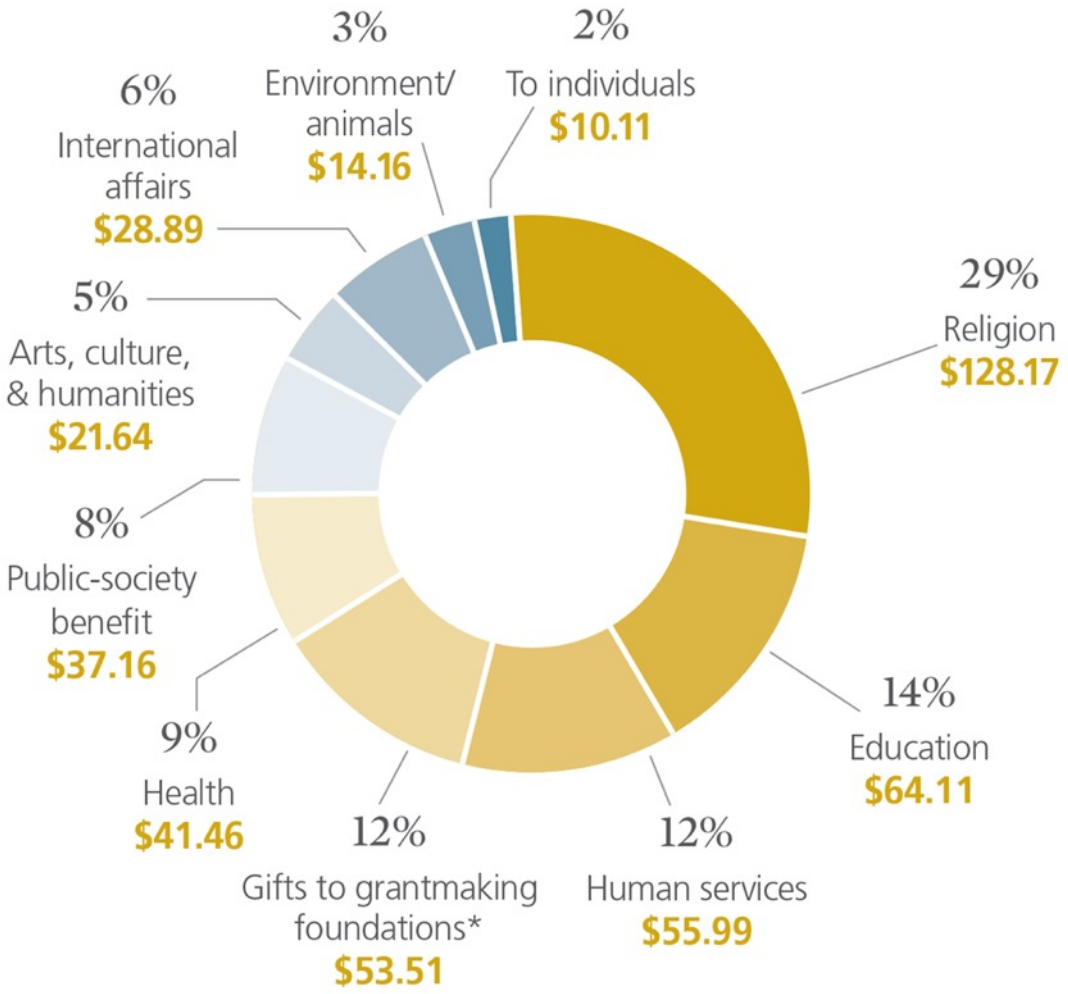
Volunteer Leaders
- **Campaign Leadership… passion about the mission and influence/affluence**

Donor Prospects
- **Increase Donor Sources… using the art of relationships and the science of analytics**

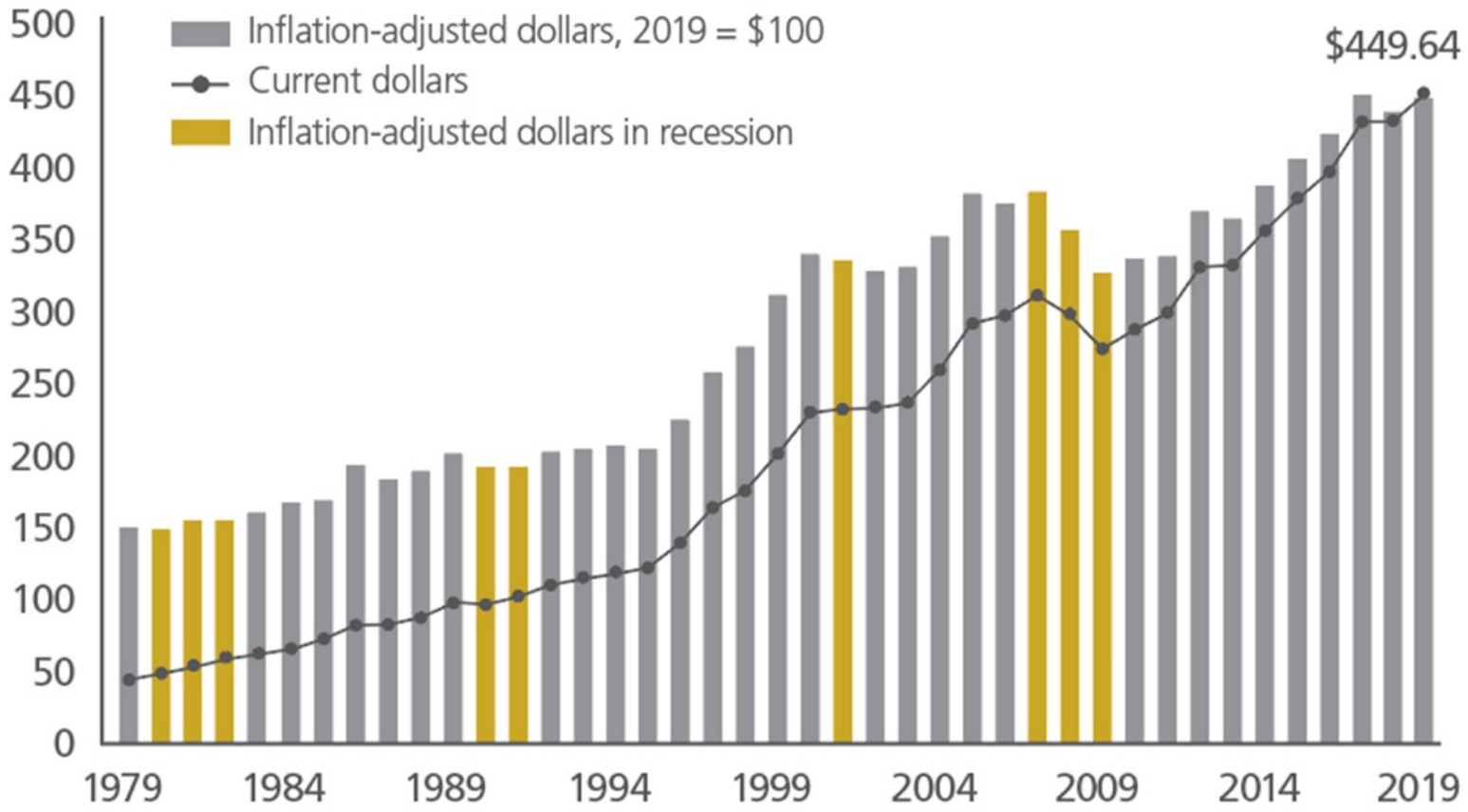
2019 Contribution Sources: $449.64B



2019 Contribution destinations



40 Years of Giving: 1979-2019



$450b in 2020

Board & Cabinet member roles in a campaign

Meetings at Minimum
We'll come to you

Go out Two by Two
Staff & Leader Teams

no cold calls
Relationship based

Make Your Best Gift
When you are ready

- Be a part of assessing, planning, and implementing
- Identify, evaluate and cultivate prospective donors
- Sign personal appeal letters/personal notes
- Write/phone "thank you" to donors
- Leverage relationships and make introductions
- Be an advocate and raise awareness
- Participate in solicitations when appropriate
- Make a personal gift to the campaign
- Ensure 100% board & cabinet participation

Solicitation packet materials

- Case Statement
- FAQ
- Naming Opportunities
- Ways of Giving
- Contact Information
- Leadership List (Campaign Cabinet)
- Solicitation Letter/Proposal (leave behind)✯
- Pledge Form (do not leave behind) ✯
- Brochure and Briefing Book

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Averett Ascending THE CAMPAIGN

Averett Ascending
Campaign Assignments & Timetable

Share our story
Invite their leadership
Thank profusely

Momentum & Lead Gifts Phase 2021-2022
- 100% Trustee & Cabinet Participation
- Cultivate & Solicit Lead Gifts to reach 70% or more of need
- Major Gift & Public Phases thru 2025

Regional Teams & Assignments
- Identify Leaders & Donors by Key Regions
- Expand Averett's regional outreach – campaign donors, admissions, athletics & program partnerships

Monthly Hot List
- Prioritize team visits (staff & volunteers) to recruit, cultivate, ask and thank leaders and donors

Cultivation Events & Hosts
- Invite right-size groups to hear Averett's plans and call to action – campus, home parties, business roundtables, special venues, media events

Giving Ascending - Ways to Give to Averett Ascending

Annual Gift
Major Gift
Planned Gift

Averett Society

Trustee $25,000+

Ambassador $10,000

Scholar $5,000

Averett Society
$1,000

Founder's Circle

Founder's Circle
$1,000,000+

President's Circle
$500,000

Trustees' Circle
$100,000

1859 Legacy Society

Future gift provision for Averett

Estate planning

Financial planning

Endow Funds

Scholarships
Professorships
Schools & Programs
Advised Funds

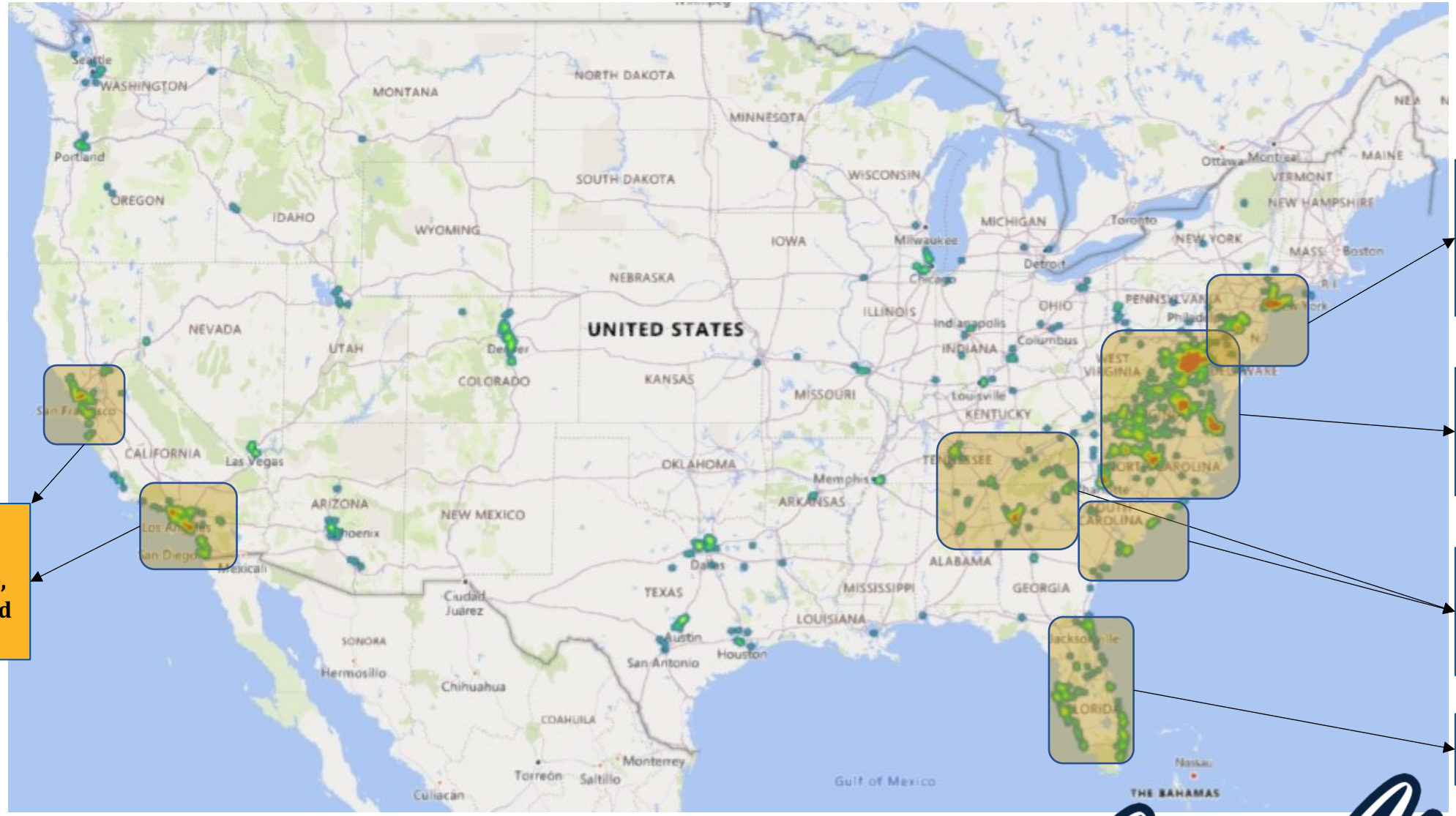
Naming Gifts

Rooms & Halls
Buildings & Equipment
Grounds
Campus

Top MSAs with the Identified Major Giving Prospect Counts

Metropolitan Statistical Area (MSA)	Over $100K	$50K to $100K	$25K to 50K	$10K to $25K	Grand Total
Washington, DC-MD-VA-WV	6	12	103	795	916
Richmond-Petersburg, VA	2	5	44	240	291
Danville, VA MSA	2	9	17	148	176
Norfolk-Virginia Beach-Newport News		2	25	143	170
Raleigh-Durham-Chapel Hill, NC	1	3	14	54	72
Lynchburg, VA	1	2	8	40	51
Baltimore, MD			3	48	51
Greensboro-Winston-Salem-High Point, NC		2	7	34	43
Roanoke, VA	1		2	39	42
Charlotte-Gastonia-Rock Hill, NC-SC			10	27	37
New York, NY	1	3	11	18	33
Atlanta, GA		2	5	25	32
Philadelphia, PA-NJ		1	8	23	32
Los Angeles-Long Beach, CA	2	8	8	13	31
Boston-Worcester-Lawrence, MA-NH NE		3	9	18	30
Nassau-Suffolk, NY			8	21	29
Newark, NJ PMSA		1	2	23	26
Orange County, CA	1	3	9	11	24

Regional Clusters of Identified Major Giving Prospects



Cluster I
New York, Pennsylvania, Massachusetts, New Jersey

Cluster II
Washington DC, Virginia and North Carolina

Cluster III
Georgia, Tennessee and South Carolina

Cluster IV
Florida

Cluster V
California (San Francisco, Los Angeles and San Diego)

Follow-up Meetings with Cabinet Members
Identify, Assign Teams, Cultivate, Propose

- Data Analytics – Alumni Leader Initiative - Team Vigouroux
- Gift Chart – Gifts Needed by Level - $30M - $40M - $50M
- Top 200 by Readiness & Level
- Monthly Hot List – Campaign Staff & Leaders
- Monthly Contacts – Proposals Report

Thank You!

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