

Welcome to the 2011 CASE Survey of Educational Fundraising Campaigns!

Welcome to the 2011 CASE Survey of Educational Fundraising Campaigns! CASE conducts this annual survey of fundraising campaigns at educational institutions to help members benchmark their goals, progress, staffing and other campaign details. Please complete this survey if your institution is or will be in any phase of a campaign during the 2011 calendar year. Questions ask for campaign information through June 30, 2011.

Benefits of Participating

By participating in this survey, you will:

- Be part of the largest survey of its kind in educational advancement
- Be able to compare your campaign data with data from similar institutions by a variety of comparative factors, including institution type, enrollment, public/private and more
- Be able to compare the progress of your campaign toward your goal with the progress of other institutions
- Compare the number of fundraising professionals, including major gift officers, with those of other institutions
- Receive a complimentary copy of the final report
- Receive data and analysis from these sections contained in the survey:
 - A. Campaign profile
 - B. Campaign size and duration
 - C. Campaign funds raised climate
 - D. Campaign purposes/allocation of funds
 - E. Institutional profile
 - F. Campaign operations and staffing

Who Should Participate? The survey should be completed by institutions in some phase of conducting a fundraising campaign in 2011 (data through June 30, 2011). For institutions that may have a university-wide campaign AND a free-standing campaign being conducted by a sub-unit (such as a business school), then surveys should be completed for both of those campaigns. In such cases, sub-units should report data (e.g., numbers of alumni) solely for that sub-unit.

This survey should NOT be completed for a system of colleges or universities (e.g., State University of New York), even if it is engaged in a system-wide campaign. Separate surveys should be completed for each college or university within the system.

The Campaign Survey should only be completed by institutions from the United States and Canada. Please report all financial figures in U.S. dollars.

Strict Confidence: Your responses to this survey will be treated with complete confidentiality. Results will be reported in the aggregate only.

Navigating the Survey: You may hit the "tab" or "enter" keys after entering data. You will be able to go back and change answers in previous sections but USE THE "PREVIOUS SECTION" button at the bottom of the survey and NOT the "BACK" button. You may also complete the survey in different sessions. Once you have finished the survey, please hit the "Submit" button at the end of the survey.

Deadline for Participating: NOVEMBER 14, 2011

To preview the survey questions, [click here](#).

IMPORTANT! DO NOT ADD ANY FORMATTING (e.g., comma or currency symbols) TO NUMERIC RESPONSES. Please report all financial figures in U.S. Dollars.

If you have any questions, please contact Jackson Thomson at research@case.org, +1-202-478-5661 or Andrew Paradise at paradise@case.org, +1-202-478-5679.

START THE SURVEY BY CLICKING "NEXT SECTION" BELOW.

A. Campaign Profile

1. What is the full name of your institution? *Required.

2. What is the nature of the institution for which this campaign is being conducted? (Please select ONE option that best describes the institution in this survey.)

An entire independent school (e.g., pre-collegiate)

An entire college or university

A sub-unit of an institution (e.g., business school or arts center) engaged in its own free-standing campaign

Other (please specify):

2 a. If you responded in question 2 that your campaign is for a sub-unit, what is the name and nature of the sub-unit (e.g., law school, business school, etc.)

Business school

Law school

Medical school

Other (please specify):

3. Is this your institution's first formal fundraising campaign?

Yes

No

B. Campaign Size and Duration

4. What is your publicly stated campaign goal? (IMPORTANT! DO NOT ADD ANY FORMATTING, e.g., comma or currency symbols) *Required.

5. Please indicate the MONTH and YEAR (actual or planned) for the following campaign events by choosing from the Month and Year pull-down menus for each event. (If any of these events are undecided or do not apply to your campaign, please leave blank.)

	Month	Year
Start date of campaign nucleus/quiet phase		
Start date of public phase (date announced)		
End date of the campaign (as announced originally)		
Revised end date of the campaign (if your campaign changed its end date)		

6. At the time of the public launch of your campaign, what percentage of the goal had already been reached through donor commitments of all types? (Note: If you have not yet publicly launched your campaign, please indicate the percentage of the goal you anticipate having reached at public launch.)

20% or less

21% - 40%

41% - 60%

61% - 80%

81% - 100%

7. Has your campaign concluded?

Yes

No

7a. You selected "yes" for the previous question. At the close of the campaign, what percentage of the total amount raised for the campaign had actually been received by the institution? Please include cash, stock, property or other assets. Do not include unfulfilled pledges.

20% or less

21% - 40%

41% - 60%

61% - 80%

81% - 100%

C. Campaign Funds Raised

8. Please indicate the amount of funds your campaign RAISED cumulatively through June 30, 2011 (or by the date it concluded in 2011) that are payable within five years, by type of donor (in rows A-H below) and by type of gift (Columns 1-4 below). Please complete required Columns 1 and 2; Columns 3 and 4 are optional but will help CASE track trends in these areas. Please round to the nearest dollar amount.

If a donor falls into more than one category, classify that individual at his or her highest level, according to this list:

- Alumni
- Parent/Grandparent
- Trustee/Board member
- Faculty/Staff
- Friend

NOTE: CASE will include figures in Columns 1 and 2 only for official totals in the CASE Campaign Report but will break out additional amounts in Columns 3 and 4 separately in the report. Click here for definitions. (IMPORTANT! DO NOT ADD ANY FORMATTING, e.g., comma or currency symbols)

	Required Column 1 Current/Outright Gifts & Pledges	Required Column 2 Irrevocable Deferred Gifts (at discounted present value)	Column 3 Irrevocable Deferred Gifts (at face value)	Column 4 Revocable Gifts and Conditional Pledges (at face value)
A. Alumni				
B. Parents				
C. Trustees (serving at any point in the campaign)				
D. Other Individuals				
E. Foundations				
F. Corporations				
G. Religious Organizations				
H. Other Organizations				

Total

9. What is the cumulative TOTAL DOLLAR VALUE of gifts and pledges received by the Top 1% and Top 10% of your campaign's donors through June 30, 2011 that are payable within five years? The top 1% and 10% of your donors refer to a rank ordering of the amounts contributed by each donor. If your campaign had 500 total donors, then the top 1% are the 5 donors with the 5 highest amounts; and the top 10% would be the 50 donors with the 50 highest amounts. (IMPORTANT! DO NOT ADD ANY FORMATTING, e.g., comma or currency symbols)

	Total
A. Total \$ Received from Top 1% of Donors (NOT including Deferred Gifts). From Question #8, Col. 1	
B. Total \$ Received from Top 1% of Donors (ONLY Irrevocable Deferred Gifts at Discounted Present Value). From Question #8, Col. 2	
C. Total \$ Received from Top 10% of Donors (NOT including Deferred Gifts). From Question #8, Col. 1	
D. Total \$ Received from Top 10% of Donors (ONLY Irrevocable Deferred Gifts at Discounted Present Value). From Question #8, Col. 2	

10. Please rank the ten largest GIFTS and PLEDGES that your campaign has received through June 30, 2011. Please indicate the donor type by selecting the donor type from the drop-down menu in each row. Multiple gifts from the same donor should be combined into one. Use figures from Columns 1 and 2 in question #8 that are payable within five years. Please do not use the figures from Columns 3 and 4 in question #8. (IMPORTANT! DO NOT ADD ANY FORMATTING, e.g., comma or currency symbols)

	DONOR TYPE (choose code below)	DOLLAR AMOUNT
Largest gift/pledge		
2nd largest gift/pledge		
3rd largest gift/pledge		
4th largest gift/pledge		
5th largest gift/pledge		
6th largest gift/pledge		
7th largest gift/pledge		
8th largest gift/pledge		
9th largest gift/pledge		
10th largest gift/pledge		

11. Does your campaign accept real estate gifts?

Yes

No

11a. You selected "Yes" for the previous question. Please indicate how many separately identifiable such gifts (and their estimated value) your campaign received cumulatively through June 30, 2011. [Click here](#) for definitions. (IMPORTANT! DO NOT ADD ANY FORMATTING, e.g., comma or currency symbols)

	Number of Real Estate Gifts	Total Dollar Value of Real Estate Gifts
Real Estate Gifts		\$

Campaign vs. non-campaign fundraising

12. Considering your publicly stated campaign goal in question B4, please estimate how much more you think you will raise over the course of the campaign in this survey than you would have raised over the same period if you had not been in a campaign.

0-25% more	126%-150% more
26%-50% more	151%-175% more
51%-75% more	176%-200% more
76%-100% more	Not applicable
101%-125% more	Other (please specify):

D. Campaign Purposes/Allocation of FundsOverall Purposes

13. Of your publicly stated total campaign goal in question B4, please estimate the percentage of funds you plan to allocate to each of the following areas. *The percentages should total 100%. If you are unable to estimate percentages for all of the categories, please leave the entire question blank. [Click here](#) for definitions. (IMPORTANT! DO NOT ADD ANY FORMATTING, e.g., comma or % symbols)*

Current operations	%
Capital projects	%
Endowment	%
Total	%

Specific Purposes

14. Of your publicly stated total campaign goal in question B4, please estimate the percentage of funds you are planning to allocate to each of the following areas (i.e., to subsets of categories in question 13). *The percentages should total 100%. If you are unable to estimate percentages for all of the categories, please leave the entire question blank. (IMPORTANT! DO NOT ADD ANY FORMATTING, e.g., comma or % symbols)*

Chairs/professorships	%
Educational programs	%
Student scholarships and grants	%
Tuition subsidy or replacement	%
Research programs	%
New construction	%
Staff development	%
Renovation of existing facilities	%
Technology	%
Other	%
Total	%

E. Institutional Profile

15. What was your institution's total operating budget for the fiscal year that ended on or included June 30, 2011? If you completed CAE's Voluntary Support of Education survey, this should be the same number you are reporting for "total institutional expenditures." [Click here](#) for definitions. (IMPORTANT! DO NOT ADD ANY FORMATTING, e.g., comma or currency symbols)

\$

16. How many alumni of record did your institution have as of June 30, 2011? Count each alumnus/alumna only once. If you completed CAE's Voluntary Support of Education survey, this should be the same number you are reporting to CAE's Voluntary Support of Education survey for "total alumni of record." [Click here](#) for definitions.

17. How many individual alumni contributed funds to your campaign cumulatively through June 30, 2011? [Click here](#) for definitions.

18. How many students were enrolled at your institution at the start of fall semester 2010 (counted in "full-time equivalents" and by "headcount")? [Click here](#) for definitions.

FTE students

Headcount of students

19. How many "parents of record" did your institution have as of June 30, 2011? *If your institution does not track parents of record, please leave blank.* [Click here](#) for definitions.

F. Campaign Operations and Staffing

20. How many full-time, paid professional staff (FTEs) do you consider front-line fundraisers, i.e., spend the majority of their time actively soliciting gifts for the campaign?

FTEs

21. Among the number of front-line fundraisers reported in question 20, how many spend the majority of their time securing major gifts? If not applicable, please leave blank.

FTEs

21a. Of the total campaign funds RAISED through June 30, 2011, please estimate the percentage raised by staff focused on securing major gifts (i.e., the staff from question 21). If not applicable, please leave blank. (IMPORTANT! DO NOT ADD ANY FORMATTING, e.g., comma or % symbols).

%

22. In conjunction with this campaign, did you undertake a formal feasibility study?

Yes

No

23. How are the following campaign functions handled by your institution?

	Fully In-House	Fully Contracted Out	Partially In-House/Partially Contracted Out	Not Applicable
Campaign planning				
Prospect research				
Communications & Marketing				
Call/Telefund center				
E-mail management				
Database management				
Gift processing				
Accounting				
Legal				
Website				

24. What is your approximate average annual campaign budget* over the life of the campaign?

*Include direct and indirect costs: campaign staff and other positions devoted to the campaign (such as accounting staff); office expenses; technology; communications; professional/consulting fees; etc. (IMPORTANT! DO NOT ADD ANY FORMATTING, e.g., comma or % symbols).

G. Additional Questions

25. What is (or was) the typical length of pledges payable to your campaign?

- Less than 2 years
- 2 to less than 3 years
- 3 to less than 5 years
- 5 to less than 10 years
- 10 or more years
- Don't know

26. What approximate percentage of campaign pledges do you anticipate having to write off? (IMPORTANT! DO NOT ADD ANY FORMATTING, e.g., comma or % symbols)

%

27. For the 12 months ending June 30, 2011, please indicate the changes you experienced in the size and number of gifts from donors to your campaign in relation to the previous 12 months.

	Smaller/fewer	Larger/more	About the same	Don't know
Size of Gifts				
Number of Gifts				
Number of Donors				

28. To what extent do your internal campaign reports reflect CASE's [Reporting Standards](#)

[and Management Guidelines for Educational Fundraising](#) related to campaigns?

Not at all

Somewhat

Primarily

Fully

Don't know

H. Contact Information

29. What is your name?

30. What is your job title?

31. What is your office phone number?

32. What is your email address?
