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data | standards | research

# CASE Insights℠ on Campaigns in Partnership with Marts&Lundy

## Guidance Document

## November 2025

# Contents

# Introduction

## About CASE Insights on Campaigns in partnership with Marts&Lundy

CASE Insights on Campaigns survey in partnership with Marts&Lundy encompasses the one global survey on educational fundraising campaigns, providing transparent and comparable benchmarking data for independent schools, colleges, and universities worldwide.

This survey collects data on completed "comprehensive campaigns" (or "capital campaigns") that extend over multiple years, raise funds for a variety of purposes which may include unrestricted operating support, scholarships, faculty support, academic programs, building construction or renovation, endowment, or other strategic priorities of the institution. The survey is not intended for special purpose campaigns (e.g., initiatives to raise funds for an individual building or a specific program).

**Who can take the survey?** Schools, colleges, and universities that have completed a campaign within the past 5 years.

**What data is being collected?** This survey collects data on donor counts and funds raised throughout the full counting period of the campaign from start of quiet phase through the end of the campaign counting period. To ensure that data is comparable from institution to institution and accurately reflects institutions' published campaign goals and outcomes, the surveys collect data on campaign funds raised that are countable as "New Funds Committed" in accordance with the CASE Global Reporting Standards as well as "Other Campaign Funds" counted as part of the campaign but excluded from counting as "New Funds Committed" under the CASE Global Reporting Standards.

Findings from the CASE Insights on Campaigns in partnership with Marts&Lundy survey will be published in periodic reports and will be available on a limited basis to CASE members in the CASE Insights data portal, along with data from other CASE Insights surveys.

Contact the CASE Insights team at insights@case.org if you have questions regarding the survey or reporting guidelines.

Thanks to Marts&Lundy for its generous support of CASE Insights on Campaigns.

## About CASE

CASE—the Council for Advancement and Support of Education—is a global, not-for-profit membership association with a vision to advance education to transform lives and society.

CASE is the home for advancement professionals, inspiring, challenging and equipping them to act effectively and with integrity to champion the success of their institutions. CASE defines the competencies and standards for the profession of advancement, leading and championing their dissemination and application with more than 90,000 advancement professionals at 3,100 member institutions in 80 countries.

Broad and growing communities of professionals gather under the global CASE umbrella. Currently these include alumni relations, development services, communications, fundraising, government relations, and marketing. These professionals are at all stages of their career and may be working in universities, schools, colleges, cultural institutions, or other not-for-profits. CASE uses the intellectual capital and professional talents of a community of international volunteers to advance its work, and its membership includes many educational partners who work closely with the educational sector.

Headquartered in Washington D.C., CASE works across all continents from its regional offices in London, Singapore, and Mexico City to achieve a seamless experience for all its stakeholders, particularly its members, volunteers, and staff. For more information about CASE, please visit www.case.org.

# Getting Started

## Access to the Survey

The Campaign survey must be completed and submitted via the CASE Insights survey website. The site requires a user account that is separate from your general CASE website member account. To request a new survey user account or make changes to your institution's existing survey contacts, email the CASE Insights staff at insights@case.org.

## Activating the Survey for Data Entry

After logging into the CASE Insights survey website, click on the active CASE Insights on Campaigns in partnership with Marts&Lundy survey on the home page. This takes you to the survey menu. In the Survey Status section at the top, check the box that says, "My institution **WILL** complete this survey."

Once you have indicated you will participate, on the same webpage, scroll down to the next section, Campaigns. **Where it says "Add a new Campaign" enter the name of the recently completed campaign that you will be reporting on in the "Campaign Name" text box. Then click the "Add Campaign" button. This will display the survey sections so you can begin data entry. Without naming your campaign and clicking the "Add Campaign" button, you will not be able to enter any data on your campaign.**

Your institution's survey contacts will receive reminders about the survey until it is submitted.

## Survey Validation and Submission

As you are entering data, each section of the survey has error checks that run automatically when you save that section. Failed validations appear in the upper right corner. Note that you will see errors for any required questions that have not yet been answered, in addition to any errors on completed questions, so you may wish to wait until you are close to completion to review the errors in detail. Select the "Hide" button to minimize the notification as you complete entering data.

You can also manually check your survey for errors if you wish by going to the Completion Process section at the bottom of the survey menu and clicking, "Check your survey for common problems." This view summarizes all validation errors in all sections of the survey.

There are three error levels:

- Fatal errors (skull icon) must be fixed before you can submit your survey.
- Serious errors (exclamation point icon) must be fixed or annotated before you can submit your survey. To annotate click, "Add Comment."

- Warnings (question mark icon) require no specific action but indicate data may be out of the ordinary and deserve your review.

Error messages tell you which sections and specific questions have errors along with more details about the issue. Click to return to the section/question with the error or the survey menu. You will see the failed validation within the section near the upper right. The survey menu will show error-level icons next to sections that have errors.

**After you fix your errors, you must return to the Completion Process section of the survey menu and re-run the error checker to clear them.** Failed validation messages and error icons do not disappear until you do so. If you still have remaining errors and need assistance on how to resolve them, email the CASE Insights team at insights@case.org.

## Submitting Your Survey

When you have finished your survey, go to the bottom of the survey menu, and click "Submit this Campaign for review." The built-in error checks will run automatically. If you receive any error messages, you must correct or annotate the errors. **Your survey is not submitted for review if it has errors.**

To make changes or fix errors, go to the bottom of the survey page, and click "Make changes to this Campaign" after you complete the changes resubmit the survey by clicking "Submit this Campaign for review." If no errors remain, your survey will be submitted for review, and you will see a confirmation notice that reads "My survey is complete and ready for review."

CASE will review all data submitted and attempt to identify any obvious errors or inconsistencies. CASE will contact participating institutions to clarify or correct apparent errors in submitted data.

Email the CASE Insights team at insights@case.org if you need assistance with errors.

## Additional Resources

There are written instructions within the online survey instrument. In addition, you can hover over many of the row and column headers in the questions for additional help and definitions.

For assistance, contact the CASE Insights team at insights@case.org.

# Survey Question Hover Text

This section contains key definitions that appear as hover text within the survey. For a full printout of the survey and survey questions as they appear on the CASE Insights survey website, click here.

## A. Institution Details

**Institution Type (A.1):** Community Colleges include community colleges and institutions that offer primarily two-year programs, such as technical colleges, polytechnics, or institutes.

**School Characteristics – What ages does your school serve? (A.2):** There are schools in different regions that cover Middle Years differently. Please pick the grouping(s) that most closely describes your students' age groups. Please note these groupings refer to the age of the children and not the school year.

**For Undergraduate and Graduate and Professional Schools (Post-Grad Only): Are hospital or medical facility data included in your survey? (A.3)**

This question is intended to determine whether institutions have clinical medical operations that impact fundraising performance. Indicators of engaging in clinical medicine include having a medical school, hospital, or running large clinical medicine research.

For purposes of this survey, veterinary hospitals are considered part of science-related education programs, not part of hospital or medical facilities.

**Enrollment: Total Headcount. (A.5)**

Provide the total number of students (total headcount, not full-time equivalent) who were enrolled at the beginning of the academic year for the fiscal year in which the campaign was announced as closed (e.g., fall of 2023 for a 2023-24 fiscal year).

All students (except continuing education) are counted: full-time, part-time, resident, extension, non-degree.

Do not convert part-time students to full-time equivalents. Do not provide a rolling headcount for the whole year or just the number of new students registering.

**Number of legally contactable alumni at the end of the fiscal year in which the campaign was announced as closed. (A.6)**

- **Alumni** are defined as former students of the institution. Include graduates and others with a prior academic relationship, including nongraduates, certificate and credential holders, distance learners, lifelong learners, resident, postdocs, honorary degree recipients and honorary alumni (full- or part-time, undergraduate or graduate) who have earned credit toward a degree, certificate, or diploma.
- **Legally Contactable Alumni** are alumni who are not marked as deceased, for whom the institution has at least one of three means of contact (telephone number, email address, or postal mail address), and who do not have a total (for all purposes and by all means) no-contact status. Because of privacy laws that differ by country, individuals may specifically need to

provide opt-in consent to allow the institution to be in touch with them. In those cases, only individuals who provided such consent should be counted here as Legally Contactable.
Do not count as contactable alumni individuals who you can contact via social media, such as Twitter, Facebook, Instagram, etc. but for whom you do not have a current phone number, email address, or postal address

**Total Institution Expenditures/Expenses (A.7):**

- Include expenditures for instruction, research, public service, academic support, student services, bursaries/student financial aid, operation and maintenance of physical plant, and others.
- Institutions with separate alumni associations and/or institutionally related fundraising foundations should include the expenditures of these affiliated entities.
- Exclude Auxiliary Enterprises (e.g., bookstores, hospital services, independently managed housing, etc.).
- For U.S. institutions, if you participate in CASE Insights on Voluntary Support of Education (VSE), this figure aligns with the expenditures figure submitted in section 1.A.4 of the VSE survey.

**Endowment Market Value (A.8):**

- Endowment: “Endowments” generally describes a fund established at an institution to support projects, programs, or activities over an extended period. When reporting the value of institutional endowments, include “true endowment,” “term endowment,” and “quasi endowments” (funds functioning as endowments or board designated as endowment).
- Endowment Market Value: Report the endowment as of the last day of the fiscal year. Combine those of the institution and its supporting foundations if such foundations exist.

## B. Prior Campaigns

There are no hover text definitions in this section of the survey.

## C. Campaign Details and Timeline

**Name of Campaign:** List the name of the campaign as communicated to your donors. This name was entered when you started the survey. You can edit the name, if necessary, here.

**Closing Year (C.1):** For the campaign you are reporting on, in what year was the campaign announced as closed? Please enter 4 digits for the year.

**Transition in Leadership (C.3):** Was there a transition in the institution's senior-most leader during the public phase of the campaign period? Some examples would include the transition of a president, chancellor, or chief advancement officer of the institution. These examples would also include the chief executive officer of a college or university foundation. For schools, this would include the head of school or the highest-ranking advancement officer.

**Changes to Duration of Campaign (C.4):**

- Was the duration of the campaign changed during the public phase? Input Number: Please use whole numbers in listing the number of months. Negative numbers are permitted when describing decreases in campaign duration.
- Why was the campaign duration changed? Examples of when an institution would change the duration of the campaign would be:

  - Meeting the campaign goal early
  - Changes in institutional leadership
  - Changes in the priorities of the campaign
  - Unforeseen events – such as the COVID-19 pandemic

## D. Campaign Goals and Counting Policies

**Announced campaign goal (financial) as of the following (D.1):**

- **Public Launch:** Report the campaign's published financial goal at the beginning of the campaign's public phase.
- **Close of the Campaign:** Report the final financial goal of the campaign.

**Specific fundraising or donor goals for the following (D.4):**

- **Alumni Donors:** For this question, please indicate the number of Alumni engaged beyond giving. Alumni are defined as former students of the institution. Include graduates and others with a prior academic relationship, including nongraduates, certificate and credential holders, distance learners, lifelong learners, resident, postdocs, honorary degree recipients and honorary alumni (full- or part-time, undergraduate or graduate) who have earned credit toward a degree, certificate, or diploma.
- **Faculty/staff donors:** Faculty and Staff include all individuals employed by the institution as faculty or staff.
- **Parents/Grandparent donors:** Parents/Grandparents include parents and grandparents and guardians of current or former students.
- **Alumni engagement (not philanthropy):** Each institution will have a unique definition for their alumni engagement goals for the campaign. Some examples of engagement are event attendance (homecoming, reunion, in-person or virtual events) and volunteer activities (serving as board members, career mentors, volunteer fundraisers).

## E. Campaign New Funds Committed - Totals, by Source

**Totals (E.1)**

- **Total New Funds Committed during Campaign:** Enter the total New Funds Committed during the campaign counting period. This includes outright gifts, new documented pledges secured, new irrevocable planned gifts received or committed and new qualified and document bequests/legacy intentions.

- **Total Donors:** The unique number of individuals or entities that made a donation or pledge contributing to new funds committed. Note the survey asks for counts of donors, not individual gifts. If a donor made multiple gifts during the campaign counting period only count them as one donor.

**New Funds Committed during the Campaign by Gift Type (E.2)**

- **New Funds Committed:** Includes outright gifts, new documented pledges, new irrevocable planned gifts received or committed and new qualified and document bequests/legacy intentions during the campaign counting period. Pledges and planned gifts should be reported at face value.
- **Number of Donors**: In this question, donors can be counted in more than one category if they contributed multiple gift types during the campaign. For example, if a donor has an outright gift or gifts and a documented bequest intention during the campaign counting period, the donor should be counted in both the "Revocable Bequest/Legacy Intentions" and "Outright Gifts and Pledges" categories. Do NOT double count donors WITHIN each category. For example, if a donor made multiple outright gifts and pledges during the campaign counting period, that donor should only be counted one time in the "Outright Gifts and Pledges" category.
- **Revocable Bequest/Legacy Intentions:** Sixty-five is the age for counting bequests (either within the reporting year for annual reporting or within the campaign for campaign reporting. Documented legacy and estate commitments from donors under age 65 are not counted in New Funds Committed, but they could be included in a future year's results when the donor meets the age qualifier or 65. When the age of the donor is unknown, a bequest legacy intention should not be counted in totals until the year when the qualifying age is validated.
- **Outright Gifts and Pledges:** An outright gift is an irrevocable transfer of the gift to the institution during the campaign. Outright gifts can be made by any type of asset including cash, securities (stocks, bonds, and mutual funds), real estate, tangible personal property, and/or retirement plan assets. Gifts in kind are included in this category. Pledges are commitments to make future gifts. Include pledges secured during the campaign counting period. Do not include payments against those pledges.
- **Total (Calculated):** The calculated total of new funds committed during the campaign must equal total new funds committed in question E.1.

**New Funds Committed during a Campaign by Source (E.3):** Count the unique number of donors by constituent type based on the individual or entity that received hard credit or legal credit for the donation.

- **New Funds Committed:** Includes outright gifts, new documented pledges, new irrevocable planned gifts received or committed and new qualified and document bequests/legacy intentions during the campaign counting period. Pledges and planned gifts should be reported at face value.
- **Foundations:** This category includes personal and family foundations, community foundations, and other foundations and trusts that are private, tax-exempt entities operated exclusively for charitable purposes. Personal and family foundations are established, and continue to operate, as conduits for charitable donations of an individual or members of a family.

Community foundations typically have numerous donors and are structured as an amalgamation of grant making endowed funds. Other foundations and trusts include private foundations and charitable trusts that are not affiliated with a corporation and that make grants their principal activity. These include most of the major private foundations that are not family foundations. Company-sponsored foundations fall under Corporations and are excluded.

Donor-advised funds not held by community foundations are also excluded. Count donor-advised fund contributions as from a foundation only if they come from a community foundation and country-specific giving entities such as Australia's Private and Public Ancillary Funds. Otherwise, count them in the Other Organizations category.

Note that many gift-making organizations use the word foundation in their names (e.g., the National Foundation for Cancer Research) but have active fundraising programs and receive contributions from many sources. When they make grants, they are considered public grantmaking charities and are reported in Other Donors. See CASE Global Standards 5.2.4 for additional guidance.

- **Corporations:** This category includes corporations, businesses, partnerships, and cooperatives organized for profit-making purposes, including corporations owned by individuals and families and other closely held companies. This category also includes company-sponsored foundations which have been created by business corporations and funded exclusively by their companies.

  Contributions made by individuals through payroll deduction and transmitted to the institution from the individual's employer, should be credited to the individual.

  Matching gifts: Count gifts made by businesses that match the voluntary contributions of employees or other participants as coming from the business or organization that made the payment rather than from the individual whose gift was matched. This is likewise the case for matching gifts made through a company-sponsored foundation or unaffiliated contracted third-party. You may elect to provide credit for recognition purposes only (soft credit) to the individual whose initial gift created the match.

  See CASE Global Standards 5.2.3 for additional guidance.

- **Donor Advised Funds (DAFs):** This category includes gifts received from donor advised funds for immediate use by the organization. Do not include funds held by institutionally hosted donor advised funds or contributions made to institutionally held donor advised funds. These funds will be accounted for in Section G.

  See CASE Global Standards 5.1.3 for additional guidance

- **Other Organizations:** Other organizations include entities formed by a group of cooperating donors, such as individuals, institutions, or organizations, for facilitating their fundraising activities. Examples of fundraising consortia include the United Negro College Fund, the Virginia

Council of Independent Colleges, the United Way, Rotary International, sororities and fraternities, and combined fund drives.

Giving circles form to give money collectively to selected charitable entities. Participants pool their resources and select recipients. Gifts from a giving circle are recorded under Other Organizations if there is a check or other transfer in the name of the giving circle, except when the giving circle is affiliated with the institution. If the giving circle is formed of alumni for the benefit of the institution, gifts are then recorded under Alumni consistent with policies about gifts via an alumni association.

In some cases, it is permissible to report proceeds from external auction/event activities under Other Organizations. While these standards require counting gifts in the donor category reflecting the last entity with control of the funds, an organization may not have the resources to individually record the many donations involved in the case of an auction or external event.

For charity auctions, there are two possible gifts associated with each auction transaction; the item contributed for auction and funds received from the successful bidder in excess of the fair market value of the gift. Institutions that conduct auctions and other fundraising events independently of the development accounting system, along with those that do not have the wherewithal to handle the volume of gift entry, may report the net proceeds of such events in the Other Organizations category.

See CASE Global Standards 5.2.6 for additional guidance.

- **Total (Calculated):** The calculated totals of new funds committed to the campaign, and the number of donors must equal the totals provided in question E.1.

- **New First Time Donors during the Campaign:** Provide the count of donors who gave to the institution for the first time during the campaign. These donors had no history of giving to the institution prior to the campaign.

**Individual Donors: New Funds Committed during the Campaign (E.4)**

- **Alumni:** Alumni are defined as former students of the institution. This population includes graduates of the institution who received a diploma, degree or multiple degrees, certificate, or award. It also includes individuals who completed at least one term or semester or at least one degree-credit course in a degree granting program, and honorary graduates, post-doctoral students, visiting students, and other individuals your institution considers alumni.
- **Parents/Grandparents:** Parents/Grandparents include parents and grandparents and guardians of current or former students.
- **Faculty/Staff:** Faculty and Staff include all individuals employed by the institution as faculty or staff.
- **Governing Board Members:** Governing Board Members Include individuals who served on the institution’s governing board at some point during the campaign reporting period.

- **Foundation Board Members:** Foundation Board Members include individuals who served on the institutionally related foundation's board at some point during the campaign reporting period.
- **Other Volunteers:** Other Volunteers For this survey "volunteers" are defined in accordance with CASE's Alumni Engagement Metrics including individuals who serve in "formally defined and rewarding volunteer roles that are endorsed by and valued by the institution." These would include:

  - Governing or advisory board members,<br>
  - Volunteer fundraisers, such as class agents/gift officers, major gift solicitation volunteers, online ambassadors,<br>
  - Officers (e.g., chair, deputy chair, treasurer, secretary) in a group that is endorsed by the institution,<br>
  - Activity/event host or organizer,<br>
  Individuals involved in student recruitment activities,<br>
  - Career mentors,<br>
  - Public advocates,<br>
  - Classroom and/or commencement speakers (that are unpaid),<br>
  - Social media (blog, Instagram, Twitter, etc.) 'take-over' volunteers,<br>
  - Other volunteer roles that meet the definition as noted above.
- **Other Individuals:** Include all other individuals who are not classifiable in one of the above categories. Some examples are community members with no formal relationship to the institution or grateful patients giving to hospital programs.

## F. Campaign New Funds Committed - by Uses and Designations

**Uses of Funds (F.1):**

- **New Funds Committed:** New Funds Committed are new monies and property committed in the reporting year from any individual or qualified organization. This includes new outright gifts, new documented pledges, new irrevocable planned gifts received or committed, and new qualified and documented bequests / legacy intentions.
- **Current Operations:** Current Operations includes all funds given for current operations including those restricted for specific current uses or designated for specific purposes or recipient areas (e.g., scholarships, operating costs of a particular department, or research in a designated field) and other funds available for current expenditure by the institution.
- **Endowment:** Funds restricted by the donor for the long-term benefit of the institution are made with the expectation that the purchasing power of the funds will be sustained in perpetuity or that the funds will be distributed over an extended period of years. Distributions may be donor designated for specific purposes or, less commonly, unrestricted as to designation but still intended to be invested and managed to provide long-term benefit to the institution. In the U.S this would include true and term endowment. In the U.K. this would include permanent and expendable endowment. (Permanent/True Endowment are funds for which the donor has stipulated that the purchasing power of the fund's principal be maintained in perpetuity, but

that all or part of the income may be expended. Term Endowment or expendable endowments are funding the principal of which must be maintained inviolate until an evert or for a stated period after which all or part of the principal may be expended.)

- **Other Capital - Property Buildings, Equipment:** Gifts towards the cost or purchase, construction of a tangible fixed asset, including land, buildings, and equipment. This would include outright gifts made for property, buildings, equipment, as well as student loan funds. Capital purpose also includes real and personal property to be retained for use of the institution and gifts for the retirement of debt previously incurred to fund capital projects. Currently expendable funds designated for the operation and maintenance of physical plant, as opposed to acquisition, construction, or renovation of capital assets should be reported as current operations. Endowments established to maintain the physical plant are reported as endowments.
- **Total (Calculated):** This calculated total must equal the total new funds committed reported in question E.1.

**Designations of Funds (F.2):**

- **New Funds Committed:** New Funds Committed are new monies and property committed in the reporting year from any individual or qualified organization. This includes new outright gifts, new documented pledges, new irrevocable planned gifts received or committed, and new qualified and documented bequests / legacy intentions.
- **Unrestricted:** Funds from donors without any restriction as to designation (unrestricted funds may have temporal restrictions, e.g., funds that are donor-designated as endowment but that can be drawn on by the institution for any purpose in furtherance of its mission). In cases where the donor expresses a preference for a gift's designated purpose but leaves the final decision as to use up to the institution, report the gift as unrestricted. In many institutions, this category encompasses Annual Fund or Regular Giving accounts. For the purposes of this survey, report matching funds received from organizations as unrestricted unless the matching organization dictates otherwise. Government matching funds are not counted. College and university foundations may categorize funds that are designated by the donor to be used at the discretion of the institution president as restricted, but such funds should be reported here as unrestricted since the institution has the capacity to determine how best to use them.
- **Academic Support:** Funds that the donor has restricted for use in a particular academic division of the institution, but upon which no further restriction has been placed, or that the donor has restricted for faculty and staff salaries and employment benefits, or that the donor has restricted for academic support services, such as academic advising or skills tutoring. This includes funds received in support of sabbatical and other professional leaves for institutional employees. Report funds to support lecture series and consultants under Other. As an accounting convenience, you may credit funds made available for salaries as part of a larger grant for support of a research project under the Research category. If an individual or organization channels funds through the institution to support a faculty or staff member specified by the individual or organization, these funds are not gifts and should not be reported as funds received.

- **Research:** Gifts or selected grant funds that the donor restricts for scientific, technical, and humanistic investigation. This category includes philanthropic research grants for individual and/or project research as well as grants for institutes and research centers including payments processed through those centers, e.g., the Office of Sponsored Research. It can include private monies (gifts) received from both private and public universities. The following should be excluded from counts of philanthropic funds designated for research.

  Exclusions: A philanthropic gift or grant specifies that the recipient institution and/or its staff or faculty members own the intellectual property generated from the research or otherwise use the results for public good and benefit. That is, rights to publication, distribution, patent (if any), data sharing, or other products of the research process. If the money transferred to the institution restricts these rights in any way to the benefit of the grantor, the funding is contracted or sponsored research and is not in the philanthropic category. These payments should be included in CASE Insights fundraising survey totals Research funds do not include corporate or government grants for programs in which the grantor receives a product or service commensurate with the fee paid (sponsored or contract research). These are not gifts. Governmental grants for sponsored programs are not gifts. Governmental grants and awards, whether local, state (including state matching grants), federal, foreign, or from sovereign tribal nations, should not be included in CASE surveys. Governmental grants that pass through other entities, such as a federal grant to one university that then results in multiple grants from that university to other institutions – should not be included in totals.

  Note: Section G of this survey collects data on research and other funding that the CASE Reporting Standards exclude from counting in New Funds Committed but that may be included in some institutions' campaign objectives and reports.
- **Scholarships:** Funds that the donor has restricted for financial aid to students, whether full- or part-time, precollege, undergraduate, graduate, or other educational levels or programs. For these purposes, such aid includes both need-based and merit scholarships, graduate fellowships, athletic scholarships or athletic grants-in-aid, student awards and prizes, and contributions made in support of student work-study arrangements. If an individual or organization channels funds through the institution to support a specific student named by the individual or organization, these are not funds given to the institution. Do not report them. Further, if the student recipient undertakes specific activities of economic benefit to the funder (e.g., research projects, work placements, etc.), do not report the funds as gift income. As noted above, funds earmarked for graduate or doctoral assistantships as part of a larger grant of support for a research project may be counted in the "Research" category.
- **Student Affairs/Life:** Funds that are restricted for activities related to student affairs and/or student life. This might include funds received in support of campus life, such as community services, student clubs, Greek affairs, student conduct, student leadership, co-curricular programming, student government/student union, counseling, health, wellness, residence life, dining services, diversity and inclusion, or career services. Funds intended for financial aid or scholarship support should be counted as Scholarship/Bursaries and Student Financial Aid.
- **Other:** Includes all funds designated by donors for purposes other than the above, including, but not limited to: Public service and extension: Funds that are restricted for support of activities

established primarily to provide non-instructional services to people and groups within or outside the institution. Such activities include institutionally affiliated radio and television stations and cooperative extension services. Note: Report funds received for instructional activities for academic credit, even if they are also part of an institution's extension services, under Academic Support.

Library: Funds received that are restricted for the acquisition, restoration, and preservation of books, periodicals, manuscripts, maps, audiovisual equipment, and other materials and activities appropriate to a library. Note: Report funds received for staff salaries under Faculty and Staff Compensation. Report gifts for operation and maintenance of the library under Operation and Maintenance of Physical Plant.

Operation and maintenance of physical plant: Funds that are restricted for the ongoing operation of the physical plant, including its buildings and grounds, other facilities, and equipment. The institution may choose to also include gifts for repairs to existing buildings or for new construction here.

Athletics/sport: Funds that the donor has restricted for athletics or sport departments, including intramural and extramural activities. Note: Report contributions to support the academic departments of health, physical education, and recreation under Academic Support. Report funds received for athletic scholarships (grants-in-aid) under Scholarship/Bursaries and Student Financial Aid. Note: The optional section on recipient areas will ask institutions to break out funds directed by donors for support of athletic programs or departments. Funds designated for auxiliary enterprises, hospitals, clinics, independent operations, and other non-academic units that do not fall into the categories of academic support, research, scholarships and student financial aid, or student affairs/student life.

- **Total (Calculated):** This calculated total must equal the total new funds committed reported in question E.1.

## G. Other Campaign Funds - Intellectual Property, Sponsored Research, Other

**Bequests/Legacy Intentions from Donors under 65 (G.1):** Report the value of bequest / legacy intentions counted in the campaign but excluded from philanthropic counts in Section 2 of the survey (e.g., bequest commitments from donors who were or will not be 65 years of age or older before the end of the campaign or bequests not counted at face value.)

**Institutional Donor Advised Fund (G.1):** Report the value of contributions to institution-sponsored donor-advised funds that were not distributed to the institution.

**Intellectual Property (G.1):** Report the value of intellectual property, such as software licenses that are counted in the campaign.

**Government Grants (G.1):** Pass-through grants: Report the value of pass-through grants counted towards the campaign.

**Exclusive Contracts (G.1):** Report the value of any exclusive contracts (examples could be pouring rights) counted towards the campaign

**Contracted/Sponsored Research (G.1):** Report the value of contracted/ sponsored research counted toward the campaign goal during the of the campaign.

**Other (G.1):** Report the value of any other funds not counted in Section 2 but counted as part of the campaign.

**Total (Calculated) (G.1):** The calculated total plus total new funds committed (question E.1) should equal the total funds raised as announced at the end of the campaign counting period (question D.2).

## H. Principal Gifts

**New Funds Committed (H.1, H.2):** New funds committed during the campaign includes outright gifts, new documented pledges secured, new irrevocable planned gifts received or committed and new qualified and document bequests/legacy intentions.

## I. Staffing and Budget

**Staff FTEs (I.1):**

- **Advancement Management:** Report FTE counts of Advancement Management staff: Include the Chief Advancement Officer and Executive Administrative Staff and administrative or operations staff who are part of the advancement team but are not counted in the following categories. This might include office managers, advancement events staff, talent management staff who work as part of the advancement team, and stewardship staff.
- **Advancement Services:** Report FTE counts of Advancement Services staff whose functions include database management, reporting, prospect research, donor relations, and gift processing.
- **Alumni Relations:** Report FTE counts of Alumni Relations staff. The primary purpose of this activity is to build long-term relationships with alumni to develop champions of the institution's mission, enhance participation in the institution's activities, and enhance alumni financial support. Include alumni relations staff employed by independent alumni associations or administered programs, independent alumni associations, and programs administered by academic units.
- **Communications and Marketing:** Report FTE counts of Communications and Marketing staff. The primary purpose of this activity is to keep the institution's external audiences informed of activities, achievements, and priorities to build public support. Staff specifically dedicated instead to Alumni Relations or Fundraising/Development should be counted under those categories.

  Many institutions do not have a dedicated marketing and communications division to support alumni relations and fundraising. If your institution relies on support from separate institutional marketing and communications departments responsible for a wide range of institutional branding and external relations functions, you should, to the best of your ability report counts of marketing and communications staff that primarily and directly support alumni relations, fundraising/development, campaigns work, and donor stewardship functions.

- **Fundraising/Development:** Report FTE counts of Fundraising/Development staff. The primary purpose of this activity is to secure philanthropic gifts in support of the institution. Include positions focused on annual fund/regular giving, major/principal gifts, planned/legacy giving, corporate and foundation relations, central development, college-based development, and campaign management regardless of whether they are employed in a central advancement department, an affiliated foundation, academic units, athletic associations, or other affiliated organizations. Administrative or clerical staff who work exclusively in support of fundraising would also be counted here.

**Of the above totals, what number of these staff were dedicated to the campaign? (I.2):** Include staff whose salary was allocated to the campaign.

**Total Campaign Expenditures (I.3):** Total campaign expenditures for the duration of the campaign as of the last reporting year completed.

**Additional Advancement staff (I.4):** Please report whether you purchased or upgraded (Y/N) the following during the campaign or leading up to the campaign.

For technology-related categories, if you select yes, please indicate whether this was a purchase of a new system or an upgrade to an existing system or service.

# Survey Questions

The following pages provide a printout of the survey and survey questions as they appear on the CASE Insights survey website. For key definitions that appear as hover text within the survey, click here.

# CASE Test Organization 1
# Active CASE Insights on Campaigns in partnership with Marts&Lundy (COMPLETED CAMPAIGNS)

## About This Survey

CASE Insights on Campaigns survey in partnership with Marts&Lundy encompasses the one global survey on educational fundraising campaigns, providing transparent and comparable benchmarking data for independent schools, colleges, and universities worldwide.

This survey collects data on completed "comprehensive campaigns" (or "capital campaigns") that extend over multiple years, raise funds for a variety of purposes which may include unrestricted operating support, scholarships, faculty support, academic programs, building construction or renovation, endowment, or other strategic priorities of the institution. The survey is not intended for special purpose campaigns (e.g., initiatives to raise funds for an individual building or a specific program).

- Who can take the survey? Schools, colleges, and universities that have completed a campaign within the past 5 years.
- What data is being collected? This survey collects data on donor counts and funds raised throughout the full counting period of the campaign from start of quiet phase through the end of the campaign counting period. To ensure that data is comparable from institution to institution and accurately reflects institutions' published campaign goals and outcomes, the surveys collect data on campaign funds raised that are countable as "New Funds Committed" in accordance with the CASE Global Reporting Standards as well as "Other Campaign Funds" counted as part of the campaign but excluded from counting as "New Funds Committed" under the CASE Global Reporting Standards.

Findings from the CASE Insights on Campaigns in partnership with Marts&Lundy survey will be published in periodic reports and will be available on a limited basis to CASE members in the CASE Insights data portal, along with data from other CASE Insights surveys.

Contact the CASE Insights team at insights@case.org if you have questions regarding the survey or reporting guidelines.

Thanks to Marts&Lundy for its generous support of CASE Insights on Campaigns.

# CASE Test Organization 1
# Active CASE Insights on Campaigns in partnership with Marts&Lundy (COMPLETED CAMPAIGNS)

## Survey Resources

Visit the CASE Insights on Campaigns in partnership with Marts&Lundy website where you can find the survey PDF Guidance Document. This includes:

- A guide to getting started with the survey platform
- A list of all explanatory hover text used in the survey
- A static copy of the survey with all of the questions

Survey participant data are expected to conform to the CASE Global Reporting Standards with the exception of Section G of the survey, "Other Campaign Funds," which allows institutions to provide campaign funds raised that are excluded from counting as "New Funds Committed" under the CASE Global Reporting Standards. The standards are available for purchase in hard copy or as a digital subscription.

Contact the CASE Insights team at insights@case.org if you need assistance or would like to schedule a walk-through of the survey.

# CASE Test Organization 1
# Active CASE Insights on Campaigns in partnership with Marts&Lundy (COMPLETED CAMPAIGNS)

## Data Use Agreement

All participating institutions will be expected to agree to the CASE Data Use Agreement (below). You will not be able to take part if you opt-out of this data use agreement. Required

| | Select |
|---|---|
| Have you read and agreed to the data use agreement? | o Yes<br>o No |

Please add the name and title of the individual who has read and agreed to the Data Use Agreement below. Required

| | |
|---|---|
| First Name | |
| Last Name | |
| Position Title | |

### Data Use Agreement: CASE Insights on Campaigns in partnership with Marts&Lundy

There is no charge for institutions to submit data using CASE's survey tool. CASE members will have complimentary access to limited survey results using CASE's online reporting tool, the CASE Insights data portal. For CASE member participants, the reporting tool will allow you to see your own institution's data, to see any other submitting institution's data, and to select and save a group of peers and/or aspirational peers to see your data aligned with others'.

All participating institutions, thereby, agree to share their data with other CASE member institutions. The data will not be anonymized when shared with CASE member participants within the CASE Insights data portal. Participating institutions agree not to share any other institution's data with third parties or in the public domain.

CASE will initially share aggregated data with the sponsor, Marts&Lundy to aid in verification of results and production of survey findings. Once the survey responses exceed 50 participating institutions, detailed responses will be shared with Marts&Lundy. U.S. institution names will be identifiable. Institutions in all other global regions will be de-identified with regional tags, as is consistent with CASE Insights data sharing practices in those regions.

CASE will only share aggregated anonymized information in the public domain.

# CASE Test Organization 1
# Active CASE Insights on Campaigns in partnership with Marts&Lundy (COMPLETED CAMPAIGNS)

## A. Institution Details

A.1 Select your institution type. Required

| | Select |
|---|---|
| Institution Type | o Independent School<br>o International School<br>o Community College<br>o Primarily Undergraduate<br>o Undergraduate and Graduate<br>o Professional Schools (Post-Grad Only) |

A.2 For international and independent schools, provide details about your school characteristics. Required

| | Select Yes for all that apply |
|---|---|
| Does your school offer a day program? | o Yes o No |
| Does your school offer a boarding program? | o Yes o No |

| | What ages does your school serve? Select Yes for all that apply |
|---|---|
| 3-10 | o Yes<br>o No |
| 11-14 | o Yes<br>o No |
| 15 and up | o Yes<br>o No |

| | Select |
|---|---|
| Is your school single-sex or co-educational? | o Girls only<br>o Boys only<br>o Coeducational |

A.3 For Undergraduate and Graduate and Professional Schools (Post-Grad Only): Are hospital or medical facility data included in your survey? Required

- This question is intended to determine whether institutions have clinical medical operations that impact fundraising performance. Indicators of engaging in clinical medicine include having a medical school, hospital, or running large clinical medicine research.
- For purposes of this survey, veterinary hospitals are considered part of science-related education programs, not part of hospital or medical facilities.

| | Select |
|---|---|
| Hospital/Medical Facility data included? | o Yes<br>o No |

A.4 Home Currency. Required

Throughout this survey report all monetary values in your institution's home currency. CASE will convert currencies for use in published reports. Identify your currency on the drop-down list.

| | Select |
|---|---|
| Currency | |

A.5 Enrollment: Total Headcount. Required

- Provide the total number of students (total headcount, not full-time equivalent) who were enrolled at the beginning of the academic year for the fiscal year in which the campaign was announced as closed (e.g., fall of 2023 for a 2023-24 fiscal year).
- All students (except continuing education) are counted: full-time, part-time, resident, extension, non degree.
- Do not convert part-time students to full-time equivalents. Do not provide a rolling headcount for the whole year or just the number of new students registering.

| | Total Count |
|---|---|
| Enrollment | |

A.6 Number of legally contactable alumni at the end of the fiscal year in which the campaign was announced as closed. Required

- Alumni are defined as former students of the institution. Include graduates and others with a prior academic relationship, including nongraduates, certificate and credential holders, distance learners, lifelong learners, resident, postdocs, honorary degree recipients and honorary alumni (full- or part-time, undergraduate or graduate) who have earned credit toward a degree, certficate, or diploma.
- Legally Contactable Alumni are alumni who are not marked as deceased, for whom the institution has at least one of three means of contact (telephone number, email address, or postal mail address), and who do not have a total (for all purposes and by all means) no-contact status. Because of privacy laws that differ by country, individuals may specifically need to provide opt-in consent to allow the institution to be in touch with them. In those cases, only individuals who provided such consent should be counted here as Legally Contactable. Do not count as contactable alumni individuals who you can contact via social media, such as Twitter, Facebook, Instagram, etc. but for whom you do not have a current phone number, email address, or postal address.

| | Total Count |
|---|---|
| Legally Contactable Alumni | |

A.7 Total institution expenditures/expenses for the full fiscal year in which the campaign was announced as closed. Required

- Include expenditures for instruction, research, public service, academic support, student services, bursaries/student financial aid, operation and maintenance of physical plant, and others.
- Institutions with separate alumni associations and/or institutionally related fundraising foundations should include the expenditures of these affiliated entities.
- Exclude Auxiliary Enterprises (e.g., bookstores, hospital services, independently managed housing, etc.).
- For U.S. institutions, if you participate in CASE Insights on Voluntary Support of Education (VSE), this figure aligns with the expenditures figure submitted in section 1.A.4 of the VSE survey.

| | Total Value |
|---|---|
| Total Institution Expenditures/Expenses | |

A.8 Endowment market value at the end of the fiscal year in which the campaign was announced as closed. Required

Report the value of the institution’s endowment at the end of the fiscal year that concluded before the end of the campaign. For U.S. institutions, this corresponds to section 1.A.3 of the VSE.

| | Total Value |
|---|---|
| Endowment Market Value | |

# CASE Test Organization 1
# Active CASE Insights on Campaigns in partnership with Marts&Lundy (COMPLETED CAMPAIGNS)

## B. Prior Campaigns

B.1 Have you completed a comprehensive campaign or campaigns prior to the one that you are reporting on in this survey? Required

| | |
|---|---|
| Select | o Yes o No |

B.2 Enter information on up to four campaigns prior to the campaign you are reporting on in this survey.

- Enter data on up to four prior campaigns in chronological order with the most recent prior campaign at the top (Campaign #1) and the oldest campaign at the bottom (Campaign #4).
- Do not enter data for the campaign you are reporting in this survey in sections C through I.
- Provide the total funds raised and total number of donors during the campaign counting period as publicly reported.

| | Year Campaign Completed (yyyy) | Total Funds Raised | Number of Donors |
|---|---|---|---|
| Campaign #1 | | | |
| Campaign #2 | | | |
| Campaign #3 | | | |
| Campaign #4 | | | |

# CASE Test Organization 1
# Active CASE Insights on Campaigns in partnership with Marts&Lundy (COMPLETED CAMPAIGNS)

## C. Campaign Details and Timeline

In this section and all remaining sections, survey questions apply to the campaign name that you entered on the survey home page (displayed below). This is the recently completed campaign for which you are providing data. Required

| | Type here |
|---|---|
| Name of Campaign | Test Campaign Big Money |

C.1 For the campaign you are reporting on, in what year was the campaign announced as closed? Required

| | Enter Number (yyyy) |
|---|---|
| Closing Year | |

C.2 Provide details on the campaign timeline below. Required

| | Month | Year (yyyy) |
|---|---|---|
| Month and year that gifts began being counted toward the campaign | | |
| Month and year of the public launch of the campaign | | |
| Month and year in which the campaign ended | | |
| Month and year in which gifts were no longer counted toward the campaign | | |

C.3 Was there a transition in the institution's senior-most leader during the public phase of the campaign period? Required

| | Select |
|---|---|
| Yes/No | o Yes<br>o No |

| | Type here |
|---|---|
| If yes, describe the transition. | |

C.4 Was the duration of the campaign changed during the public phase? Required

| | Select |
|---|---|
| Yes/No | o Yes<br>o No |

| | Select |
|---|---|
| If yes, please indicate whether the length was increased or decreased. | o Increase<br>o Decrease |

| | Input Number |
|---|---|
| Please also indicate the number of months by which the duration changed. | |

| | Type here |
|---|---|
| Why was the campaign duration changed? | |

C.5 Has planning begun for the next campaign? Required

| | Select |
|---|---|
| Yes/No | o Yes<br>o No |

# CASE Test Organization 1
# Active CASE Insights on Campaigns in partnership with Marts&Lundy (COMPLETED CAMPAIGNS)

## D. Campaign Goals and Counting Policies

D.1 What was the announced campaign goal (financial) as of the following? Required

| | Announced Campaign Goal |
|---|---|
| Public Launch | |
| Close of the Campaign | |

D.2 What was the announced GRAND TOTAL RAISED as publicly reported by the campaign at the end of the counting period? Required

| | Total Value |
|---|---|
| Grand Total Raised | |

D.3 Please report the percentage of campaign pledges that the institution projects will have to be written off. Required

- Enter the percentage as a decimal. For example, enter 2% as "0.02"

| | Percent |
|---|---|
| Percentage of Campaign Pledges Written Off | |

D.4 Did the campaign have specific fundraising or donor goals for any of the following? Required

If yes, please provide additional detail on the goal in monetary value, donor count, and/or engagement counts if applicable.

FUNDRAISING AND DONOR GOALS:

| | Yes/No | Value Goal | Donor Goal |
|---|---|---|---|
| Alumni Donors | o Yes<br>o No | | |
| Faculty/Staff Donors | o Yes<br>o No | | |
| Parents/Grandparent Donors | o Yes<br>o No | | |
| Acquisition of New First-Time Donors | o Yes<br>o No | | |

ENGAGEMENT AND OTHER GOALS:

| | Yes/No | Goal for Number of Alumni Engaged |
|---|---|---|
| Alumni Engagement (Not Philanthropy) | o Yes<br>o No | |

| | Yes/No | Describe Here |
|---|---|---|
| Other Goals | o Yes<br>o No | |

D.5 Counting Pledges:

Does the campaign counting policy comply with the 2nd edition of the CASE Global Reporting Standards guidance that pledges committed during the campaign are counted at their full value within New Funds Committed? Required

| | Select |
|---|---|
| Yes/No | o Yes<br>o No |

| | Type Here |
|---|---|
| If no, please state the campaign counting policy with regard to pledges. | |

D.6 Counting Bequests/Legacy Intentions:

In the campaign, are revocable bequests and legacy intentions counted in accordance with the 2nd edition of the CASE Global Reporting Standards that stipulate that only bequest/legacy intentions from donors who will be age 65 or older by the end of the campaign be included in campaign counts at face value? Required

The CASE Global Reporting Standards exclude revocable bequest/legacy intentions from donors who will not be 65 years of age or older by the end of the campaign. When the age of the donor is unknown, a bequest / legacy intention should not be counted in campaign totals until the qualifying age is validated. Qualifying bequest/legacy commitments should be counted at face value. Please indicate if the institution’s campaign counting policy conforms to CASE Standards. If not, please describe the institution’s counting policy.

| | Select |
|---|---|
| Yes/No | o Yes<br>o No |

If you answered no, please describe the campaign policy for counting and valuing revocable bequests / legacy intentions?

| | Type Here |
|---|---|
| Policy | |

D.7 Counting Outside of Campaign Timeline:

Will any gifts/pledges made prior to the start of the campaign counting period (question C.3) be included in new funds committed as reported in section E of this survey? Required

While it is generally discouraged to count gifts outside of the prescribed campaign counting period, the Standards indicate that in select circumstances exceptions might be warranted. Best practice would be for any such exceptions to be approved by the campaign committee or a select institutional leader as prescribed in the campaign plan or campaign counting policies. If your campaign counts include gifts or commitments made prior to the start of the campaign counting period, please include the value of those funds in this survey.

For additional guidance, see CASE Standards, Section 7.9.1

| | Select |
|---|---|
| Yes/No | o Yes<br>o No |

# CASE Test Organization 1
# Active CASE Insights on Campaigns in partnership with Marts&Lundy (COMPLETED CAMPAIGNS)

## E. Campaign New Funds Committed - Totals, by Source

In this section, only count donors and gifts that conform to the New Funds Committed counting methodology in the CASE Global Reporting Standards. We recognize that for campaigns completed or entering the public phase after March 21, 2021, your counting policies may not be in alignment with the newest edition of the CASE Standards. Report additional funds raised that are not countable under the CASE Standards in Section G of this survey. Totals reported in section E and section G should equal the total funds raised as announced at the end of the campaign counting period (question D.2).

New Funds Committed During a Campaign.
New Funds Committed includes new outright gifts, new documented pledges, new irrevocable planned gifts received or committed and new qualified and document bequests/legacy intentions. Pledges and planned gifts should be reported at face value.

Exclude:

- Conditional pledges where conditions may not be met by the institution, until such time that it is anticipated the conditions will be met. For example, if a pledge for construction of a new building is conditioned on the institution securing a matched amount of funding for the project within a set time frame the conditional pledge should not be counted until the institution has fulfilled the terms of the match.
- Payments on pledges secured during the campaign. Because you are reporting the full value of the pledge, excluding payments against those pledges will prevent double counting.
- Payments on pledges that were counted in either a prior campaign or the recently completed campaign being reported on in this survey.
- Funds from realized bequests made prior to the start of the campaign reporting period.
- Revocable planned gift commitments including bequest/legacy intentions. Counts and values of bequest/legacy commitments are collected and reported separately.
- Gifts of intellectual property
- The value of contracted research, government grants, volunteer services, and other funds that do not meet the definition of educational philanthropy.

See CASE Standards 4.1 for a detailed discussion of New Funds Committed.

E.1 Totals Required

| | |
|---|---|
| Total New Funds Committed during Campaign | |
| Total Donors | |

E.2 New Funds Committed during the Campaign by Gift Type. Required

| | New Funds Committed | Number of Donors |
|---|---|---|
| Revocable Bequest/Legacy Intentions | | |
| Irrevocable Planned Gifts (CRUTs, CGAs, etc.) | | |
| Outright Gifts and Pledges | | |
| Total (Calculated) | | |

E.3 New Funds Committed during the Campaign by Source. Required

| | New Funds Committed | Number of Donors |
|---|---|---|
| Individuals | | |
| Foundations | | |
| Corporations | | |
| Donor Advised Funds (DAFs) | | |
| Other Organizations | | |
| Total (Calculated) | | |

| | Count |
|---|---|
| New First Time Donors during the Campaign | |

E.4 Individual Donors: New Funds Committed during the Campaign (hard and soft credit). Required (hard credit)

- If an individual falls into more than one category (e.g. alumni, parent, and employee), count the donor and their giving in all applicable categories. There is no hierarchy for constituent type.
- Hard credit is legal credit. Hard credit columns are required.
- Soft credit is recognition credit. While it is not required, it is provided to allow you to accurately report giving and participation by constituent type. For individual donor sources, soft credit can be used to count giving that was legally given by another entity (ex: foundation, donor-advised fund) but recorded for recognition purposes to the individual.

- Do not double count an individual or their giving as both a hard and a soft credit within the same constituency.

| | Number of Donors (hard credit) | Number of Donors (soft credit) | Total Donors | New Funds Committed (hard credit) | New Funds Committed (soft credit) | Total New Funds Committed |
|---|---|---|---|---|---|---|
| Alumni | | | | | | |
| Parents/Grandparents | | | | | | |
| Students | | | | | | |
| Faculty/Staff | | | | | | |
| Governing Board Members | | | | | | |
| Foundation Board Members | | | | | | |
| Other Volunteers | | | | | | |
| Other Individuals | | | | | | |

# CASE Test Organization 1
# Active CASE Insights on Campaigns in partnership with Marts&Lundy (COMPLETED CAMPAIGNS)

## F. Campaign New Funds Committed - by Uses and Designations

This section collects data on donor restrictions regarding the use and purposes of new funds committed during the campaign.

F.1 Uses of Funds Required

- Report the value of New Funds Committed during the campaign designated by donors for current operations, endowments, and buildings/construction/renovation.
- Counts of funds for endowment and other capital purposes should be based on donor restrictions. While an institution may elect to use an unrestricted gift for a building project or hold and invest funds contributed without donor restrictions regarding temporal preservation/duration as part of the endowment pool (called quasi-endowment in the U.S.), only funds restricted by donors as permanent endowment, term endowment, or for capital purposes should be reported as such.
- There should be no blank cells. If you had no gifts in a category, enter zero.

| | New Funds Committed |
|---|---|
| Current Operations | |
| Endowment | |
| Other Capital - Property Buildings, Equipment | |
| Total (Calculated) | |

F.2 Designations of Funds Required

Report the value of New Funds Committed during the campaign designated by donors for the broad purposes described below.

- Fund designations reflect donor restrictions regarding charitable purposes and are not aligned with or based upon the academic or administrative unit receiving the funds. As an example, funds designated for a student wellness program might support students from across the institution and be administered by a central division of student affairs. Funds intended for a wellness program for students in a particular academic school or college might, however, be held and administered by that school rather than the division of student affairs. Both would be reported as designated for Student Affairs/Student Life.

| | New Funds Committed |
|---|---|
| Unrestricted | |
| Academic Support | |
| Research | |
| Scholarships | |
| Student Affairs/Life | |
| Other | |
| Total (Calculated) | |

# CASE Test Organization 1
# Active CASE Insights on Campaigns in partnership with Marts&Lundy (COMPLETED CAMPAIGNS)

## G. Other Campaign Funds - Intellectual Property, Sponsored Research, Other

In addition to raising philanthropic support, campaigns can also position the institution to attract sponsored research, governmental grants, or contributions of intellectual property. Securing non-philanthropic revenue may be a campaign goal. For example, a campaign plan focused on securing gifts for a major disease research center might also include goals to increase sponsored research on the disease. Corporate donors to a campaign may supplement cash gifts with contributions of intellectual property.

This section of the survey collects data on those funds that the CASE Global Reporting Standards exclude from counting in New Funds Committed.

CASE understands that there are many valid reasons why an institution may choose to count these gifts. The importance is to be transparent with constituencies in your counting policies. For additional guidance, see CASE Standards, section 3.3.

G.1 Other Funds Counted Towards a Campaign

- Indicate below which fund types were accepted/counted as part of your institution's campaign reporting.
- Do not include funds that were already counted as New Funds Committed in sections E and F.
- Donors are not summed in this question in the event that an individual or entity fall into more than one category.
- The calculated total funds in this question (G.1) plus total new funds committed (question E.1) should equal the total funds raised as announced at the end of the campaign counting period (question D.2).

| | Counted/Accepted | Value of Funds | Number of Donors |
|---|---|---|---|
| Bequests/Legacy Intentions from Donors under 65 | o Yes<br>o No | | |
| Institutional Donor Advised Fund | o Yes<br>o No | | |
| Intellectual Property | o Yes<br>o No | | |
| Government Grants | o Yes<br>o No | | |
| Exclusive Contracts | o Yes<br>o No | | |
| Contracted/Sponsored Research | o Yes<br>o No | | |
| Other | o Yes<br>o No | | |
| Total (Calculated) | | | |

# CASE Test Organization 1
# Active CASE Insights on Campaigns in partnership with Marts&Lundy (COMPLETED CAMPAIGNS)

## H. Principal Gifts

This section includes all gifts and donors reported as part of the campaign total (question D.2) including New Funds Committed and Other Campaign Funds.

H.1 Principal Donors

- Provide a count of donors and the value of new funds committed for the top 1, 5, and 10 percent of donors during the campaign. The top 1%, 5%, and 10% of your donors refer to a rank ordering of the amounts contributed by each donor. If your campaign had 1,000 donors, then the top 1% are the 10 donors with the highest cumulative amounts; the top 5% would be the 50 donors with the 50 highest amounts; and so on.
- Include all donor types (individuals, corporations, foundations).
- Include outright gifts, pledges, irrevocable planned gifts, and bequest/legacy commitments, in keeping with the guideline for reporting New Funds Committed above, made by each donor during the campaign reporting period.
- Soft credit amounts may be included in the calculation.
- If donors made multiple gifts during the course of the campaign, count the total value of their giving.

| | New Funds Committed | Number of Donors |
|---|---|---|
| Top 1% of Donors | | |
| Top 5% of Donors | | |
| Top 10% of Donors | | |

H.2 Value and Donor Type of Largest Gifts Required

- Report the value of New Funds Committed during the campaign for the five largest donors to the campaign based on the total value of outright gifts, pledges, and bequest/legacy intentions made by or credited to the donor during the campaign period.
- If donors made multiple gifts during the course of the campaign, count the total value of their giving.
- Soft credit amounts may be included in the calculation.
- Also please indicate the primary applicable donor category and indicate if the donor was a trustee (or former trustee) or other senior volunteer.

| | New Funds Committed | Donor Type | Trustee or Key Volunteer |
|---|---|---|---|
| Largest Donor | | | o Trustee<br>o Key Volunteer |
| 2nd Largest Donor | | | o Trustee<br>o Key Volunteer |
| 3rd Largest Donor | | | o Trustee<br>o Key Volunteer |
| 4th Largest Donor | | | o Trustee<br>o Key Volunteer |
| 5th Largest Donor | | | o Trustee<br>o Key Volunteer |

# CASE Test Organization 1
# Active CASE Insights on Campaigns in partnership with Marts&Lundy (COMPLETED CAMPAIGNS)

## I. Staffing and Budget

I.1 Provide the number of FTE staff at the end of the fiscal year in which the campaign was announced as closed. Required

Depending on the institution's structure, advancement staff may be distributed across multiple divisions or administrative units and paid for out of multiple budgets. Fundraising and alumni relations staff may be divided between an institution, an affiliated foundation, and an alumni association or embedded in and paid for by individual academic units.

The objective for this question is to provide a comprehensive count of professional advancement staff regardless of where they report within the institution.

- Report counts of full-time equivalent advancement staff positions at the institution at the end of the fiscal year that concluded before the end of the campaign.
- Report full time employees as 1.0 FTE and part time positions as 0.5 FTE.
- The time of a single employee may be distributed over more than one functional area based on time spent in that function.
- FTE counts should be broken down into five functional areas: Advancement Management, Advancement Services, Alumni Relations, Communications & Marketing, Development/Fundraising. Unfilled, but budgeted positions should be included in counts.
- Do not include the institution president/vice chancellor, head of school or other academic administrators who fundraise as part of their leadership duties.
- Do not include administrative staff who provide occasional support for fundraising events but for whom advancement functions are not a core component of their job (e.g., a dean's assistant who provides occasional support for fundraising events would not be included).
- Do not include volunteers.

| | Staff FTEs |
|---|---|
| Advancement Management | |
| Advancement Services | |
| Alumni Relations | |
| Communications and Marketing | |
| Fundraising/Development | |
| Total (Calculated) | |

I.2 Of the above totals, what number of these staff were dedicated to the campaign? Required

Include staff whose salary was allocated to the campaign.

| | Count |
|---|---|
| Staff Dedicated to the Campaign | |

I.3 Total Campaign Expenditures Required

If your institution had a dedicated campaign budget or used external counsel or consultants in addition to regular advancement staff, please report campaign expenditures, including expenditures for consultants and external contractors who provide guidance or support for campaign planning, communications and marketing, and events, as well as other campaign-specific costs through the fiscal year that concluded before the end of the campaign.

| | Total Value |
|---|---|
| Total Campaign Expenditures | |

I.4 Did you purchase or upgrade any of the following? Required

- Please report whether you purchased or upgraded (Y/N) the following during the campaign or leading up to the campaign.
- For technology-related categories, if you select yes, please indicate whether this was a purchase of a new system or an upgrade to an existing system or service.

| | Yes/No | New Purchase or Upgrade? |
|---|---|---|
| Engagement Software | o Yes<br>o No | o New Purchase<br>o Upgrade |
| CRM System | o Yes<br>o No | o New Purchase<br>o Upgrade |
| Wealth Screening | o Yes<br>o No | o New Purchase<br>o Upgrade |
| Mailing List | o Yes<br>o No | |

| | | |
|---|---|---|
| Feasibility Study | o Yes<br>o No | |

Did you hire any of the following? Required

| | Yes/No |
|---|---|
| Additional advancement staff | o Yes<br>o No |
| External campaign counsel | o Yes<br>o No |