Today’s Presenters

**Carol Schuler**
Vice President for State Council Programs and the Online Course Sharing Consortium
*Council of Independent Colleges*

**Bill Spiker**
President
*Ohio Foundation of Independent Colleges*

**Eddie Shannon**
Executive Vice President
*South Carolina Independent Colleges and Universities*
Housekeeping

• Please rename your self using the format “First name, Last name (State Council Acronym).”

• Use the Chat box on the bottom right to submit tech questions you may have during the webinar.

• All voice lines are muted during the presentation.

• Questions may be asked at the end of the presentation. To ask a question and/or provide a comment, raise your hand and your mic will be unmuted.

• Note: The webinar is being recorded. Presentation slides and a link to the recording will be shared later.
Purpose of Today’s Webinar
Up Next...

Fundraising Perspectives From:

Bill Spiker
President
5 Things We Did Differently
OFIC Fundraising Changes in 2020-2021

1. Campaign Timing
2. Campaign Staffing
3. Professional Development for Fundraising Staff
4. Making the Case Differently
5. Account Based Marketing (ABM)
Campaign Timing

Previous: Campaign launched in early October 2020: Launched August 20, 2020

IMPACT...seven additional weeks!

COST...Zero
Campaign Staffing

Previous: Three staff members

2020: Added 10-20% via internal move

IMPACT...We have a half- to full-day per week increase

COST...Zero
Professional Development

Previous: No sales training

2020: Professional Sales Course Certificate...Virtanza

IMPACT...Four staff have sales training

COST...under $1,000 total
Making the Case for Support, part 1

Previous: Good case for support, little hard data

2020: OFIC Business/Corporate Career Pathways...Emsi

IMPACT...Top 10 lists & career pathways by geo & campus

COST...$35K
Making the Case for Support, part 2

Previous: Good case for support, little hard data

2021: Economic Impact of 33 campuses on Ohio’s economy

IMPACT...Bold statement of impact, attention getting for corps

COST...$20K ($10K via CIC Capacity Grant...thank you, CIC!)
Account Based Marketing (ABM)

Previous: No impactful marketing plan

2021: ABM approach allows us to focus on targeted groups

IMPACT...Influence giving via structured, coordinated messages

COST...Convert FT mktg/comms opening to contract employee
In Summary...
OFIC Fundraising Changes in 2020-2021

1. Campaign Timing
2. Campaign Staffing
3. Professional Development for Fundraising Staff
4. Making the Case Differently
5. Account Based Marketing (ABM)
Contacts:

OFIC: Bill Spiker
spiker@ofic.org
216-392-5250

Virtanza: Debbie Holzkamp
Debbie@virtanza.com
714-932-2284

Emsi: Morgan Halpert
morgan.halpert@economicmodeling.com
208-596-3189
Up Next...

Fundraising Perspectives From:

Eddie Shannon
Executive Vice President
SCICU Operations and Fundraising

• 501(c)(3) non-profit organization
• Founded in 1953
• 20 member colleges and universities located in South Carolina
• Mission
  o Fundraising
  o Scholarships
  o Research
  o Collaboration
  o Legislative Liaison – Federal and State
• Four full-time staff members
• 62 board members – 20 college/university presidents and 42 business leaders
• Annual operating budget – $650,000
• Endowment – $4.5 million
• Merged organization – Fundraising and public policy
• Total raised in 2019-2020 – $598,984
• Three major fundraising programs:
  o SCICU Named Scholars Program – $400,000
  o SCICU Student/Faculty Undergraduate Research Program – $75,000
  o SCICU Student Lifeline Grants Program – $100,000
SCICU Factors in Successful Fundraising During Fiscal Year 2019-2020

• CIC $10,000 Challenge Grant success
• Retooled Unrestricted Giving Program to SCICU Student Lifeline Grants Program
• First-ever recipient of the Power:Ed Grant ($50,000) from S.C. Student Loan Corporation
• Event sponsors chose to apply their sponsorships related to COVID-19 cancelled events to the SCICU Student Lifeline Grants Program
• Added a new Named Scholars Program from a new donor
• SCICU endowment subsidy
• Upcoming in 2021 – SCICU Trustee Giving Challenge
  o 1:1 match up to $500
Questions?
Contact Us...

Carol Schuler  
(202) 466-7230  
cschuler@cic.nche.edu

Bill Spiker  
(216) 392-5250  
spiker@ofic.org

Eddie Shannon  
(803) 799-7122  
eddie@scicu.org
Thank you