



**Science Center Project  
Capital Campaign Overview**

*Board of Trustees Meeting  
Thursday, July 28, 2016*

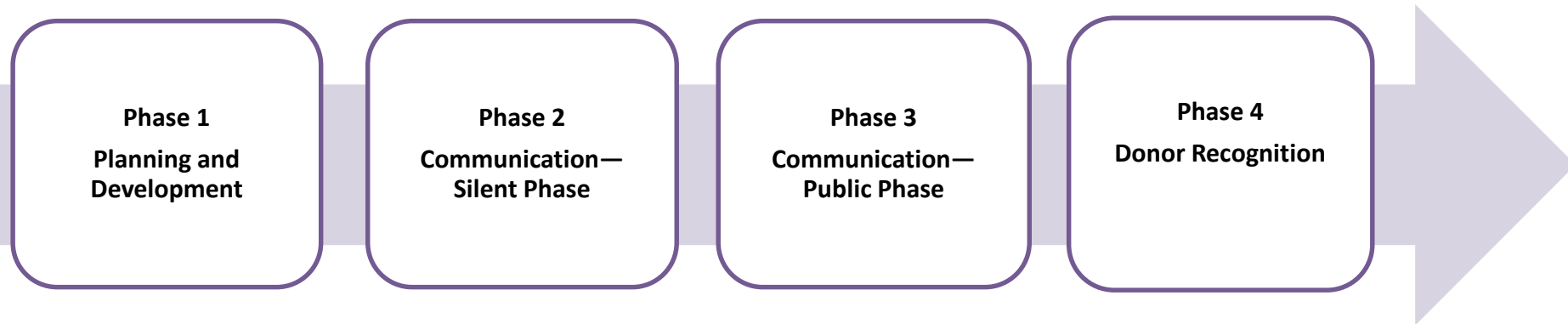
# Science Center Project—Campaign Goals

- Position the College effectively in the community as it moves into its 50<sup>th</sup> anniversary year
- Generate and disseminate an effective needs statement pertaining to science labs and educational science space
- Create widespread community support for an effective solution to the science space need
- Raise 80% of campaign goal during silent phase
- Raise remaining 20% of campaign goal during public phase

## Science Center Project—Messaging (early thoughts)

- Articulate value proposition of the community college
- Reference the 50<sup>th</sup> anniversary of the institution and the need for adequate space for the next 50 years
- Reinforce the volume of students impacted by science center space
- Convey a strong investment in the project from all stakeholder groups (internal/external)
- Share the additional need to explore using acquired space for existing and emerging programs

# Science Center Project—Campaign Process



# Phase 1: Planning and Development

- Engage the Friends of MCC Foundation Board in the process
- Enlist help of consultant to provide initial training and education for team
  - SWOT analysis
  - Approach to fundraising for project
  - Roles and responsibilities
- Develop needs statement, case for support, and key marketing materials and messages
- Develop naming guidelines and opportunities
- Develop donor/sponsorship opportunities list
- Identify and secure Campaign Steering Committee
- Educate Campaign Steering Committee and Board representatives on capital campaign elements
- Conduct initial meetings with Campaign Steering Committee

# Roles and Responsibilities

## ***Campaign Co-Chairs***

- Influential, capable of making connection with key donors
- Willingness to personally support the campaign
- Serve as spokespeople for the campaign
- Link with others in their field(s)
- Participate in/host cultivation events
- Assist with recruitment of Steering Committee members

## ***Campaign Steering Committee***

- Key community leaders
- Primary volunteer leadership group for the campaign
- Key liaisons between the College and prospective donors/leaders in the community
- Potential spokespeople for campaign
- Makes introductions
- Solicits major gifts
- Willingness to personally support the campaign

## ***Campaign Cabinet***

- Manage day-to-day campaign operations (Board members and key staff)
- Makes sure that the Steering Committee functions appropriately
- Organize the campaign and plans/finalizes campaign strategy

## Phase 2: Communication—Silent Phase

- Audiences: Key donors and businesses in community
- Planning meetings
- Possible cultivation event
- Public/media relations begins
- Employee cultivation begins

## Phase 3: Communication—Public Phase

- Audiences: Individual donors; alumni; employees; students/parents; general public
- Outreach/community engagement information sessions (include display boards, etc.)
- Public/media relations
- Direct mail and advertising
- Align with 50<sup>th</sup> anniversary activities



## Phase 4: Donor Recognition

- Check presentations
- Thank you's – video and in-person events
- Donor signage

# Capital Campaign Timeline

			2016									2017							
<u>Activity/Initiative</u>	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
Consultant Discussions, Feasibility, SWOT																			
Planning and Development: Messaging, Materials, and Naming Guidelines																			
Campaign Steering Committee Recruitment and Meeting Kickoff																			
Communication-Silent Phase with Large Donors																			
Communication-Public Phase with Community, Employees, Students																			
Donor Recognition and Appreciation																			

## Next Steps (August)

- Formally request Friends of MCC Foundation Board's support on project (August 10- Friends of MCC Foundation Full Board Meeting)
- Request and secure Campaign Co-Chairs and Steering Committee members
- Create initial campaign materials and messaging
- Secure consultant to facilitate training for Campaign Steering Committee

# Questions/Discussion