



DEVELOPMENT IN THE VETERANS 'SPACE'

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Dave Fujimoto '17
Lt Col, USAF, Ret.
Director of Development

GENERAL FACTS & THEMES

1. There is both an **art and science** to successful development.
2. Development is **focused on relationships**...not transactional in nature.
3. Successful development **requires a 'synergy'** between the Division/Department and the professional/dedicated fundraising staff.
 - This includes a **sharing of trusted information** like budgets, priorities, goals, donor's capacity, etc.
4. Development Officers are the 'conduit' between the **SMEs in academia and the donor's passions**.
 - You want your DO to be an **advocate** for your students and programs.
 - "Donors have friends too."
5. Most major gift (\$25k and up) donors to higher education give to **their first gift** to their degree awarding college....like the College of Engineering, Business, etc.*
6. The American military still remains the **most trusted institution in America**.

2017 Data

2018 Data

OUR AGGIE STUDENT VETERANS

51% **68 %** **49 %**
IN COMBAT **HAVE FAMILIES/ MARRIED**

26% **28 %** **AVERAGE 5.7 YEARS IN SERVICE**
STILL SERVING

66% **64 %** **50 %**
TRANSFER STUDENTS **GRADUATE STUDENTS**

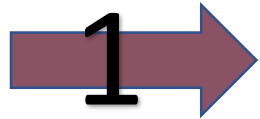
OVER 1,200 STUDENTS
ASK US ABOUT \$ 9,744,333

“Serve Well... Those Who Have Served!”

Fall 2020:
~1235
student
veterans

Student
vets
“called up”
ISO
Corona
virus,
Homeland

KNOW YOUR COHORT PT. 2



College of Engineering



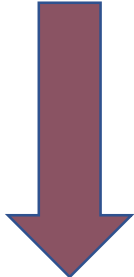
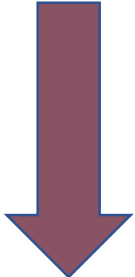
College of Liberal Arts



College of Ag & Life Sciences

#1 Major: General Engineering

#2 Major: Construction Science

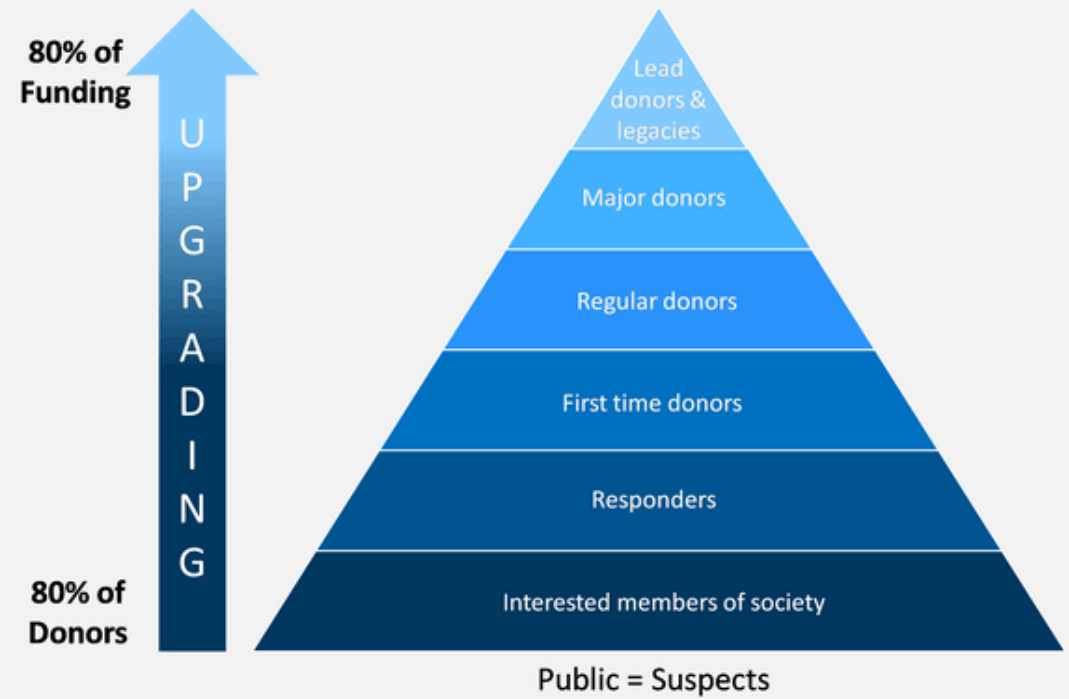


DONORS 101



DONOR ENGAGEMENT

Fundraising Pyramid



DAY TO DAY



Veterans Scholarships

How many?
Endowed or pass-through?
How many unique donors?
Goals?
Planned Gifts?
Gift expectancy?



Veterans Programs

Partnership or solo?
Program lead?
How many unique donors?
Are you measuring outcomes?
ROI for student?
ROI for donor?



Research, Discovery & Networking

Internal to Texas A&M
(Colleges, Alumni, Programs)
External to Texas A&M
(SVA, CAX, TVN, etc.)
Professional Development
(NASPA, CASE, etc.)

WHAT ARE YOUR 'BIG ROCKS'?

Funded via Gift



Concept Dev.



Aspirational



ISSUES / CHALLENGES / TIPS

1. Generating new leads (i.e. prospecting)

- There is no 'college' of veterans.
- How do you determine or measure patriotism in a potential donor?
 - Veterans may not have the means to give to other veterans.
- Donors often honor a family member's service!

2. Opportunities with corporate donors.

- Access to students.
- Return on investment...measuring and communicating.

3. 'Marketing' success

- Social media, Newsletters, Videos (YouTube & ThankView).
- Internal & external stakeholders.
 - Who are the "champions" of veterans on campus?
- Leverage your principal donors & their networks.

4. Stewardship, Stewardship, Stewardship.





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LEAD
by EXAMPLE