



## **We Believe Campaign Team Charter**

**Senior Leader Contact:** Perry Moulds

**Timeline:** September 1 – November 30, 2016

**Facilitators:** Keith Davis, Admissions Coordinator for College of Health Sciences

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Student

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Honoring the success and blessings of the last 125 years, we challenge ourselves to do even more towards our purpose of helping students develop their talents and skills to meet the world's needs, and to serve even more students with all that Belmont has to offer. The challenge Belmont must accept is to ensure we are prepared to offer and sustain what our students deserve and expect from our institution— world-class facilities, innovation and entrepreneurial thinking, meaningful scholarship support, the best faculty, dynamic and relevant programs and an environment that fosters creative thought in an undeniably Christian environment. In response to this challenge, Belmont University has announced the We Believe Campaign. The \$300 million campaign will include total money raised through **December 31, 2020** and focuses on attention on five areas that are key to the University's Vision 2020 strategic priorities, including scholarships, faculty support and missions. In addition to private and corporate giving, the University will match endowment gifts between \$25,000 and \$1.5 million with unrestricted income to double the donor's impact.

### **Project Objectives:**

- Research and assess current campus familiarity with the impact of philanthropy and the We Believe Campaign.
- Define key talking points for all campus constituents to use as ambassadors of We Believe and advise them on how to tell stories. How can we help campus become more aware of how philanthropy positively impacts faculty, staff, students, and the campus?
- Identify ways to inform and educate faculty, staff, and students on the key elements of We Believe and how to appropriately engage in potential giving conversations and hand off such conversations to a development officer.
- Provide a recommendation to Senior Leadership that includes steps required over the next six months to educate campus on the impact of giving back and encourage a culture of philanthropy.

### **We Believe Campaign Notes: June Summit, August Board Meeting**

## We Believe (JUNE)

TABLE 12

- Staff don't know anything about the We Believe campaign
  - What is it?
  - How does the Belmont community learn about it?
- Endowment has been out of sight, out of mind
- Belmont history did not require it in ??? budgets
- How endowment works?
  - Need FYI or information sessions
- Students have complete lack of awareness of where the money goes
- Print/brochure campaign or social media
- Video series release over 6 weeks
- EDUCATION on what Development does
- Keep fresh in people's minds
- Add dashboard into FYI or In the Den
  - Include status and progress of campaign
- How the campaign will affect people → faculty, staff, and students
  - How did it change their life?
- How do you get people to absorb the information?
  - Multiple formats, repetition
- Train campus community on "Elevator Speech" for campaign
  - Bullets to get message across
    - Who it affects
    - What it means to Belmont
- DER to attend faculty meetings to get message out
- Keep focus off of gathering lots of money; focus on what good it does
  - Similar to food banks or missions
  - Never mention how much, but where it goes
- Christian identity: concept of tithe makes it a little easier
  - Giving back to the university: alumni
- Pillars of Campaign can be cross mapped to Vision 2020 strategies

TABLE 5

- How can we help create opportunities to engage alumni/parents/friends
  - CHS split students and parents apart to create room for more tailored questions in Admissions
    - Invited alumni to speak to these groups
  - Asking current parents to serve on parent panels
  - Need to create more opportunities for parent communications and information sharing through technology
- Culture of Connectedness/Philanthropy
  - Find stories about giving small amounts
  - Christmas at Belmont
  - Take the We Believe concept and identify specific stories that illustrate impact
    - e.g. stories to showcase specific scholarship recipients
  - Identify 3-4 key concepts of We Believe and identify their stories

TABLE 1

- Increased engagement with alumni from department areas
- Making connections to/in key cities—Belmont East/West
- Cultivating a culture of giving early on
  - Even if it's \$5 for recent grads
- Looking for community engagement—community partners
- Looking for professional partners—graduate partners
- Timing of contact or designate specific areas of giving
  - Specific donations—specific target
- With all the construction we do—could we do a brick building program?
  - Something tangible like “buy a brick”
- How to change focus to positive experience students have instead of negative—remind them what they loved about Belmont
  - Recognize the bad experiences/memories, but how do we put the good experiences first?
- Make staff/students feel more invested—then you want to invest/participate
  - Check point with students to find out what is working and what isn't. How do you invest in that as well?
- More opportunities for feedback/recognition
  - Create a video to recognize what staff have done (you built this, etc) to feel connected and show value...creates a culture of giving→visibility

TABLE 7

- Articulate detailed descriptions/categories
- Talking points for faculty/staff regarding We Believe
- Targeted who have already benefited
  - Pay it forward conversation to students who have benefited from scholarships—Give if given to
- Connections early and often throughout time at Belmont and not waiting to connect for donations after graduation
- Faith aspects of giving

TABLE 10

- Clarify what it does, how does it work?
- Quick cheat sheets on details of endowments
- It focuses on academic & scholarship, not building→emphasize this
- Automatic withdrawal offer in all new hire paperwork
- More educational opportunities to teach staff what it is
- Who do you call? Who is in charge?
- What do scholarships fund & help with here at Belmont?
- Can this tie in with financial literacy initiative?
- Teach students why it is important to give back
- Identify where the money given goes and tell them what they do
  - Connect money to the outcome

- Find ways to connect celebrity alumni to this campaign
- Do one large birthday party every year for everybody (alumni, friends, etc)
- Christian colleges are becoming a minority, we are a way to still support Christian education
- To whom much is given, much is required
- The less student debt students graduate with, the more they are able to pursue their dreams and passion→either on the mission field or otherwise

**We Believe (BOARD)**

- Show how much the giving reduces annual tuition