

## **BERGEN COMMUNITY COLLEGE**

**Assessment Report for (Department or Unit): Foundation**

**Department/Unit Leader: Laurie Francis**

**Assessment Period: (2011-2012)**

**Submitted by: Laurie Francis**

**Goal: Install and implement Sage Fundraising Online, train existing and new staff on the system via periodic web training**

**1. Intended Outcome (Goal):**

**2.**

For period of 12/1 – 3/30:

- The number of first time donors to the BCC Foundation will increase.
- The average amount of gift from first time donors to the BCC Foundation will increase.
- The amount of time required to record a gift will decrease.

**2. General Education Requirement(s) to which the intended outcome relates:**

**NA**

**3. Section(s) of the Strategic Plan to which the intended outcomes relates:**

- 4.3 Expand the campus sustainability initiatives to reduce use of resources and make Bergen a model “green school”.
- 5.1 Increase efficiency in our use of fiscal resources, and implement expense control measures to ensure affordability for our students.
- 5.2 Expand revenues through enrollment increases, private giving, grants, and development of profit centers.

**4. Means of assessment, sources of data, and desired result:**

- Measure increase in number of first time donors to the BCC Foundation in current period to same period in the prior year.
- Measure average amount of gift from first time donors to the BCC Foundation in current period to same period in the prior year.
- Measure savings in time (human handling versus technological assistance in recording gift in Sage 50 and receipting gift electronically) in current period to same period in the prior year.

We will assess the effectiveness of a roll out promotional plan announcing online giving and the resulting first time gifts received through that avenue. We can also calculate the time saved as a result of the technology directly placing the gifts in the Sage 50

database and sending an immediate receipt for that gift. Last, we will be able to compare the current test period to the prior year corresponding period as to the average amount of the gift to determine if the immediacy of online giving has increased per gift, first time amounts.

The number of first time donors will increase by 10 %.

The average amount of gifts from first time donors will increase by 10 %.

The time needed to record a gift will decrease by 10%.

## 5. Summary of Results:

When excluding the \$100,000 unsolicited gift from the total first time gifts reported for the period of December 1, 2011 – March 30, 2012 and comparing the first gifts received during the same period the prior year, we found that the total number of first time donors increased by 32 percent, from 105 to 139. For the same period, the total dollars realized from this cohort increased by 47 percent over the prior year, from \$11,801 to \$17,382, and the average gift rose by 12 percent, from \$112 to \$125. Of the total first time donors, 25, or 22 percent of the total, used online giving to make their gift for an average gift of \$102. Since the Foundation had just launched the online giving site days before the December 1, 2011 – March 30, 2012 assessment period, the 25 online gifts that generated a total of \$2,550 in new gifts was viewed as a very respectable outcome.

An analysis of the impact of online giving and the time saved in gift processing as a result indicates that we are experiencing a 60 percent savings in processing time per gift, a reduction in time of 3 minutes from the average of 5 minutes when manually processing a gift.

### Summary:

## Giving Comparisons 12/1 - 3/30 Year Over Year

### FIRST TIME DONORS FROM 12/1/10 to 3/30/11

First Time Donors	Total of Gifts Received	Average Gift
105	\$11,800.50	\$112
First Time Online Donors	Total of Gifts Received	Average Gift
N/A	N/A	N/A

### FIRST TIME DONORS FROM 12/1/11 to 3/30/12 (First time gift of \$100K included)

First Time Donors	Total of Gifts Received	Average Gift
115	\$114,831.97	\$999
First Time Online Donors	Total of Online Gifts Received	Average Gift
25	\$2,550.00	\$102
Combined Total All First Time Donors	Combined Total All First Time Gifts Received	Average Gift
140	\$117,381.97	\$838

**FIRST TIME DONORS FROM 12/1/11 to 3/30/12 (First time gift of \$100K excluded)**

First Time Donors	Total of Gifts Received	Average Gift
114	\$14,831.97	\$130
First Time Online Donors	Total of Gifts Received	Average Gift
25	\$2,550.00	\$102
Combined Total All First Time Donors	Combined Total All First Time Gifts Received	Average Gift
139	\$17,381.97	\$125

**% INCREASE TOTAL \$ 2011/2010 (First time gift of \$100K included)**

First Time Donor % Increase 2011/2010	% Increase Total Gifts \$ 2011/2010	% Increase Average Gift 2011/2010
32%	895%	648%

First Time Online Donor % Increase 2011/2010	% Increase Online Gifts Total \$ 2011/2010	% Increase Average Online Gifts 2011/2010
N/A	N/A	N/A

**% INCREASE TOTAL \$ 2011/2010 (First time gift of \$100K excluded)**

First Time Donor % Increase 2011/2010	% Increase Total \$ 2011/2010	% Increase Average Gift 2011/2010
32%	47%	12%

First Time Online Donor % Increase 2011/2010	% Increase Online Gifts Total \$ 2011/2010	% Increase Average Online Gifts 2011/2010
N/A	N/A	N/A

**AVERAGE TIME TO ENTER NEW DONOR & ISSUANCE OF GIFT RECEIPT**

Standard/Single Record with Gift Receipt
5 minutes
Online/Batch of 5 Records with Gift Receipt
10 minutes or 2 minutes each 60% faster

**6. Recommendations for improvement:**

While the results of this assessment period are encouraging, our goal is to continue increasing the gifts received from first time donors, especially through online giving. In order to improve our results, we will implement the following in the coming year:

- Increase our marketing efforts of the online giving option now available through the Foundation. These efforts will include frequent e-blasts announcing that “we’re only a click away”; inclusion of the online giving option in newsletters, annual reports and in all solicitation mailings; and on the Foundation and Alumni Network Facebook and Twitter pages, where appropriate.

- Increase the annual Alumni Network membership to \$25 to encourage the use of online giving as a way to renew their membership each year;
- Include information on the option of online giving in all special event solicitation materials and in follow up e-blasts reminding people of the ease of participation through online giving.

### Samples:

Samples of a letter from this period announcing the “donatenow” online giving site as well as our e-blast announcement entitled “ We’re only a click away”.



February 2012

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Dear Bergen Community College Alumnus:

When you attended Bergen Community College, perhaps you were fortunate enough to have earned a scholarship. If you did, it probably helped bridge the gap and made your degree possible.

Now, a future generation of Bergen students needs your help. Thanks to your previous generosity, the Alumni Network Scholarship Fund allocated \$42,000 in awards over the last five years versus just \$13,500 in the previous five. As a result of the success of the 2011 Annual Alumni Appeal, the annual allocation for alumni-sponsored scholarships was raised to \$12,000, four times the amount allocated in 2002.

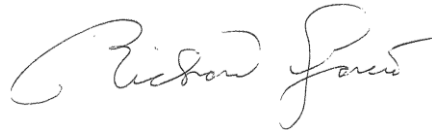
Our goal for the 2012 annual appeal is to increase the amount allocated for scholarships to \$15,000 for use during the Fall 2012/Spring 2013 year and to reserve another \$3,000 - \$5,000 for emergency awards for students facing unforeseen financial burdens such as the loss of a primary job, an illness necessitating time away from work, or some other insurmountable and unforeseen event.

In order for us to meet this goal, we will need your help. Please join fellow alumni in support of the 2012 Annual Alumni Appeal by making a contribution of \$25 to \$100 to the Alumni Network Scholarship Fund today. For your convenience, we now offer online giving! Simply go to [www.bergen.edu/donatenow](http://www.bergen.edu/donatenow) to access our online giving page. Or, if you prefer, make your check payable to the Alumni Network Scholarship Fund and return it in the remittance envelope enclosed.

Do you know if you work for a matching gift company? If not, visit the Bergen Community College website to see if your employer or that of your spouse has a matching gift program. Using the following link: <http://www.bergen.edu/pages1/Pages/3252.aspx>, enter the name of the company you work for, and search a national database to see if there's a match!

Thank you for your consideration of this request. Your gift today will keep committed students in the classroom so that they can complete their educations.

Sincerely,



Stephen Dues '73, Co-Chair  
Alumni Network Board of Directors

Richard Garcia '82, Co-Chair  
Alumni Network Board of Directors

Connect with us  

**NOW** we're only a click away!

[CLICK here to try our new Online Giving form](#)

It's easier than ever to give to your favorite fund. Gifts can be made quickly and securely to support the students we serve.

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Click on the icons below to "Like Us" on   
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