Campus Finance and Administration Representatives Meeting

April 30, 2013

Wake Forest University
Advancement & Capital Campaign Overview
Presenter: Emily Neese, Associate Vice-President, Advancement Strategy & Operations

Facilitated Discussion: Gift Accounting and Reporting
Presenter: Wendy Harper, Assistant Director, Endowment

Procurement Fiscal Year-End Dates to Know
Presenter: Mary Cranfill, Executive Director, Procurement Services

Upcoming Finance Training Opportunities
Advancement Overview
Campaign 101

Emily G. Neese
Associate Vice President, University Advancement

Wake Forest University
Strategic initiative undertaken by leadership in partnership with stakeholders to activate philanthropy in order to transform the organization in preparation for the future.
<table>
<thead>
<tr>
<th>Pre-Campaign</th>
<th>Quiet Phase</th>
<th>Public Phase</th>
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<tbody>
<tr>
<td><strong>Planning Year</strong></td>
<td><strong>Early Quiet Phase</strong></td>
<td><strong>Late Quiet Phase</strong></td>
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<tr>
<td>Assess &amp; bolster Wake Forest</td>
<td>Launch Quiet Phase themes &amp; signature funding priorities</td>
<td>Draft and test Campaign case statements</td>
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<td>Identify potential future donors and Trustees</td>
<td>Define College and Units top needs</td>
<td>Recruit Campaign volunteer structure</td>
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<td>Create prospectus &amp; execute feasibility study</td>
<td>Define volunteer structure &amp; recruit leadership</td>
<td>Develop national rollout strategy</td>
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<td>Launch Campaign working Group</td>
<td>Launch Campaign Cabinet</td>
<td>Set financial goal</td>
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<td>Secure multi-year Campaign budget</td>
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<td><strong>Early Public Phase</strong></td>
<td><strong>Late Public Phase</strong></td>
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<td>Public launch to announce goal and celebrate leadership gifts</td>
<td>Achieve the goal and celebrate the impact of the Campaign</td>
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<td>Broaden the audience for the Campaign and disseminate case statement to all constituents</td>
<td>Increase the Campaign reach to emphasize donor participation</td>
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<td>Prepare the organization to transition out of Campaign</td>
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Building a Successful Capital Campaign

Public Phase

- Optimize Idea-to-Solicitation
- Expand the Base of Support

Quiet Phase

- Campaign Plan
- Compelling Case for Support
- Volunteer Leadership
- Feasibility Study
- Campaign Infrastructure
- Campaign Vision and Purpose
- Commitment from Leadership

Culture of Philanthropy
Previous Wake Forest Campaigns

Previous Wake Forest Campaigns build the foundation for the future

Heritage & Promise
July 1st 1989 - June 30th 1995

Honoring the Promise
July 1st 1999 - June 30th 2006
Campaigns Grow the Base of Support

Start of Campaign
- Principal Gift Donors
- Major Gift Donors
- Annual Gift Donors

End of Campaign
- Principal Gift Donors
- Major Gift Donors
- Annual Gift Donors

Expansion of the Donor base
Expand Size of Gifts
Benefits of a Campaign

- Accomplish Strategic Initiatives
- Growth of the Donor Base
- Post-Campaign Value
A thorough examination of Wake Forest’s readiness to ask and the community’s preparedness and willingness to give.
Campaign Fundraising Strategy

Relationship

Know Well

Know

Know Least

Willingness to Give

Highest

Principal Gifts

Major Gifts

Leadership Level Annual Giving

One-Time Gifts

All the Rest

One-Time Gifts

All the Rest
We will launch an effort that will:

- Engage hundreds of volunteers across the nation
- Attract more than 2,000 major gifts
- Capture more than 10,000 new donors
- Identify future leaders of our Boards and Councils, including the Board of Trustees
- Add approximately $200 million to our endowment
- Dramatically increase our financial aid funds
- Attract critical resources for our faculty
- Build new facilities
- Solidify our position as the nation's premiere collegiate university
• Campaign priorities for individual schools and units are still in draft form. Fundraising projects and priorities will be finalized in the summer of 2013.
Wake Forest Scholars: $100M Endowment

$5,000 Grants per Year

1,000 Middle Income Students
Wellness Initiative: $40M

Reynolds Gymnasium will be renovated to better serve Health Exercise Sciences, Student Health Services, Athletics, and Student Recreation.
Character and Leadership Development has arisen as a theme throughout the Campaign funding priorities. The Schools of Business, Divinity School, and Office of Personal and Career Development all have funding priorities surrounding Character and Leadership Development.
Total Reportable Campaign Commitments = $258.2 M as of March 31, 2013

* Includes Porter Byrum Gift
The biggest role YOU can play is being knowledgeable about the Campaign

1. Know the Case for the Campaign
2. Know the total Campaign goal
3. Be able to articulate a few of the Campaign’s main funding priorities
4. Be knowledgeable about the major, upcoming Campaign milestones
All gifts must be processed by Advancement to ensure a gift receipt is issued and donor receives proper credit.

Cash/Checks:
- Deliver to Alumni Hall – Office of Records & Gifts
- Note gift designation - Advancement does not use RC numbers. If designation is unknown, contact Anne Hodges (6080) or Shawna Potts (6087).
- Do not take gifts to cashier’s window.

Gifts in Kind:
- Contact Anne Hodges (6088) for guidance. Specific guidelines apply when accepting and acknowledging gifts in kind.
Procurement Fiscal Year End Dates to Know

Mary Cranfill
Executive Director, Procurement Services
Procurement Year-End Deadlines

**Friday, May 3rd**—Deadline for all Request for Proposals (RFP’s) or Bids. Deadline for all furniture and vehicle purchase requests. Requests after this date cannot be guaranteed to meet the June 30th deadline.

**Friday, June 7th**—Deadline to set up a new supplier. Please contact Procurement Services to verify we do not have an existing supplier under contract or discount structure which can meet your needs before requesting a new supplier.

**Monday, June 24th**—Deadline for submission of approved purchase requisition through Deacon Depot. All goods and services must be received by Friday, June 28th.

**Monday, July 1st**—Close of P-card statement. Transactions must post by this date. NOTE: Swiping your card or providing a number to the merchant by June 30th does not guarantee the transaction will post by July 1st.

**Tuesday, July 9th**—All P-card transactions must be updated in Works and statements with appropriate documentation received by AP
Finance Training Updates
<table>
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<tr>
<th>Deacon Depot</th>
<th>Brown Bag Q&amp;A</th>
<th>12:00 pm</th>
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<tbody>
<tr>
<td>Thursday, May 9th</td>
<td>*beverages &amp; dessert provided</td>
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<tr>
<td>Thursday, May 16th</td>
<td>User Learning Session</td>
<td>2:00 pm</td>
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<tr>
<td>Evolution of a Journal Entry</td>
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<td>Wednesday, May 8th</td>
<td></td>
<td>3:00 pm</td>
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<tr>
<td>Thursday, May 23rd</td>
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<td>3:00 pm</td>
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<td>NOVAtime</td>
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<td>Tuesday, May 14th</td>
<td>Supervisors</td>
<td>9:00 am</td>
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<td>Tuesday, May 14th</td>
<td>Non-Exempt Staff &amp; Students</td>
<td>11:30 am</td>
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<td>University Credit Card Training</td>
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<tr>
<td>Tuesday, May 14th</td>
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<td>2:00 pm</td>
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<td>Wednesday, May 29th</td>
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<td>9:00 am</td>
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Fiscal Year End Close Meeting

Thursday, May 16th
2:30 – 4:00 pm
ZSR Library Auditorium