FLORIDA STATE UNIVERSITY
OFFICE OF UNIVERSITY ADVANCEMENT

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Vice President for University Advancement and President FSU Foundation
## Fundraising Success

### Table: Fiscal Year-To-Date Comparison

<table>
<thead>
<tr>
<th>DSO</th>
<th>Fiscal Year-To-Date 2022</th>
<th>Fiscal Year-to-Date 2023</th>
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</thead>
<tbody>
<tr>
<td>FSU Foundation</td>
<td>$19,138,545</td>
<td>$18,212,955</td>
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<tr>
<td>Alumni Association</td>
<td>$193,476</td>
<td>$168,463</td>
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<tr>
<td>Seminole Boosters</td>
<td>$6,323,740</td>
<td>$7,809,220</td>
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<tr>
<td>Research Foundation</td>
<td>$229,354</td>
<td>$875,760</td>
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<tr>
<td>Ringling Museum</td>
<td>$550,925</td>
<td>$397,715</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$26,436,040</strong></td>
<td><strong>$27,464,112</strong></td>
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</table>
Fundraising by the Source and Purpose

FY 2023

Fiscal Year-to-Date by Source (Millions)

- Alumni/Attendees (63.8 %)
- Friends (15.2 %)
- Corporations (7.4 %)
- Foundations (4.7 %)
- Faculty/Staff (3.5 %)
- Other Organizations (3.4 %)
- Parents (1.9 %)
- Current Students (0.1 %)

Fiscal Year-to-Date by Purpose (Millions)

- Property, Bldgs, Equipment (38.9 %)
- Other Restricted Purposes (22.3 %)
- Student Financial Aid (19.6 %)
- Academic Divisions (8.0 %)
- Faculty & Staff (4.0 %)
- Research (3.5 %)
- Public Service & Extension (3.4 %)
How my team can help?

• Commitment to the academic enterprise

• Representing you, your College, School or unit accurately and effectively

• Engaging in dialogue around “thought starters” for fundraising priorities in your area

• Partnering with you to engage prospective donors

• Proposal generation
Partnerships with Deans and Faculty

- Meeting with each dean to understand their priorities
- Building out a case for support for each College, School and Unit
- Showcasing faculty expertise
- Garnering resources to attract and retain students and faculty
Preparing for FSU’s Next Comprehensive Campaign

Leadership Gift Solicitation Phase

• University-wide organized fundraising effort with a clear financial goal and timeline
• Focuses on securing support for the University’s highest, most strategic priorities by identifying and soliciting prospects in a planned, systematic way
• Creates a robust volunteer leadership structure around the campaign
• Comprehensive = Benefits almost every facet of FSU