

*Benchmarking Report:*  
**Campaign Annual Reports**

*October 2015*

# Survey Methodology

- Posted on FUNDSVCS list serve
- Posted on CASE list serve
- Sent by email to personal contacts at select peer institutions
- Used SurveyMonkey<sup>®</sup> questionnaire for data collection

# Questions Asked

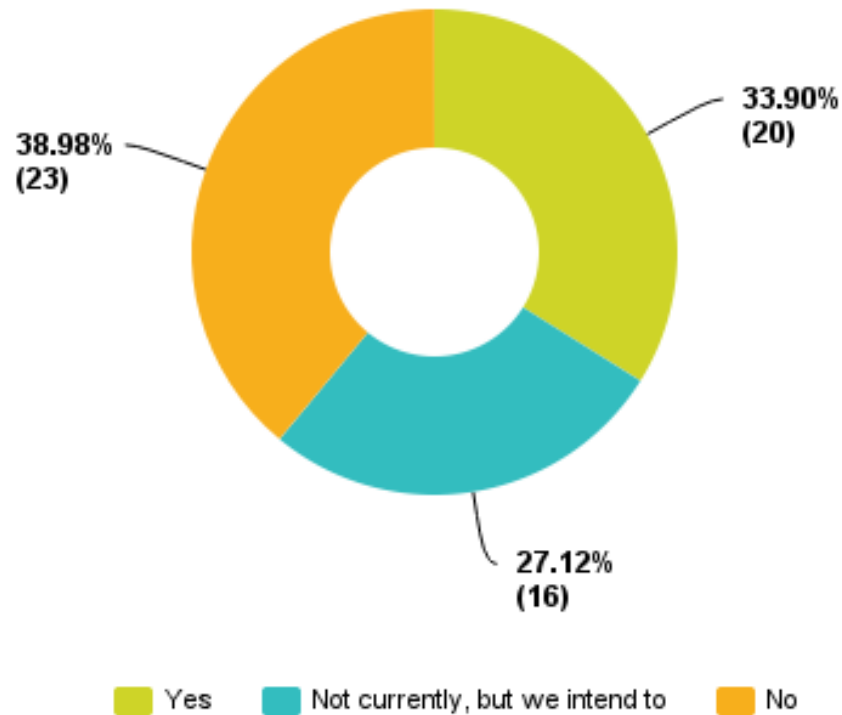
1. Is your institution currently in a campaign?
2. Do you publish an annual campaign report?
3. What is the format for your annual campaign report?
4. What time frame does your annual campaign report cover?
5. How soon after the chosen time period do you distribute your institution's annual campaign report?
6. What elements are included in your annual campaign report?
7. If you were able to restart your campaign today, what would you do differently with your annual report or other campaign publications?

# Institutions Responding to Survey

- Austin Presbyterian Theological Seminary
- Baylor University
- Beaches Habitat for Humanity Inc.
- Benedictine College
- Boston College
- Boston University
- Bryn Mawr College
- Cal Poly San Luis Obispo
- California Institute of Technology
- Columbia University
- Concordia University
- Dell Medical School, The University of Texas at Austin
- Des Moines University
- Emory & Henry College
- Emory University
- George Washington University
- Georgia Aquarium
- Indiana University Kokomo
- International School of the Peninsula
- LaGrange College
- LDS Philanthropies
- Loma Linda University Health
- Marshall University Foundation, Inc.
- Maryland Institute College of Art
- Menlo School
- North Carolina State
- Northwestern University
- Norwich University
- Oregon Health & Science University Foundation
- Rice University
- Samford University
- Shippensburg University Foundation
- Southern Illinois University Edwardsville Foundation
- St. Bonaventure University
- St. John Fisher College
- St. John's University
- Stevens Institute of Technology
- Stoneleigh-Burnham School
- Stony Brook University
- SUNY Delhi
- The Meadows School
- The Principia
- The Thacher School
- University of Pennsylvania
- Universidad Hebraica Mexico
- University of Alaska Foundation
- University of California, Santa Cruz
- University of Chicago
- University of Idaho
- University of Maryland, Baltimore
- University of Notre Dame
- Washington University in St. Louis
- Westover School
- Winona State University
- Wisconsin Foundation & Alumni Association
- Yale University

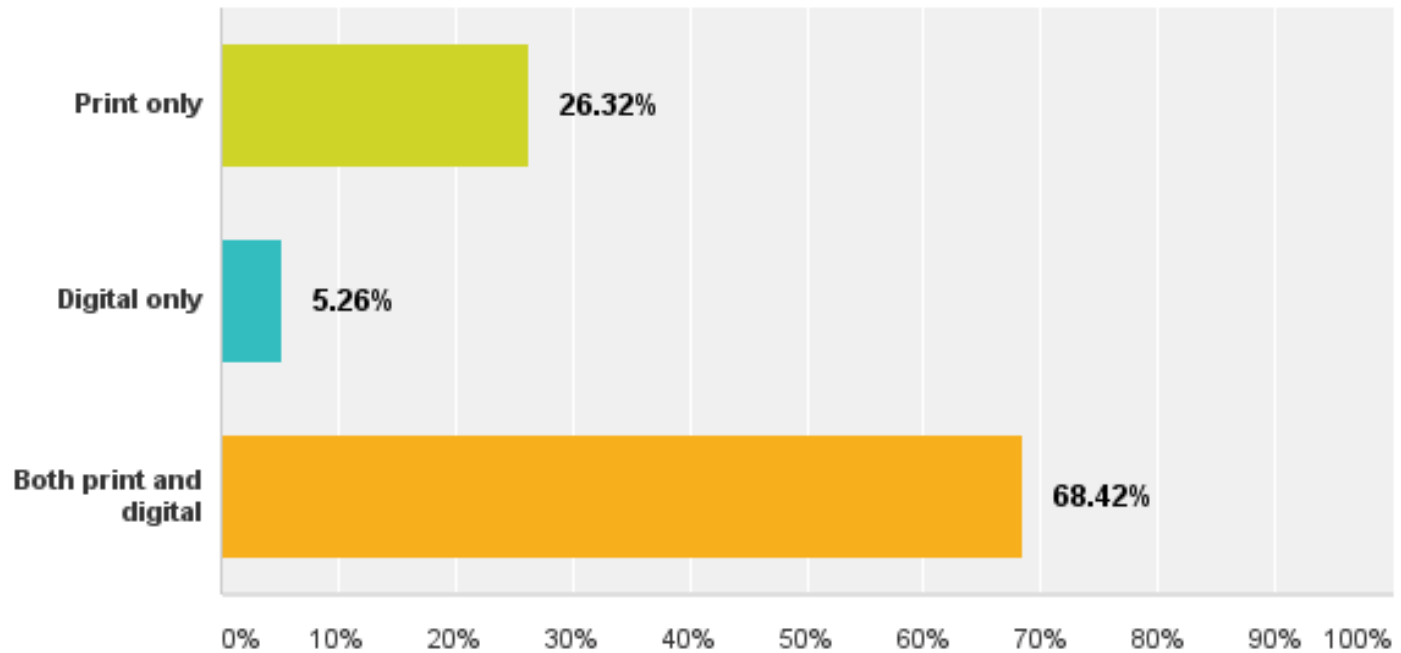
# Key Findings:

## Do you publish an annual campaign report?



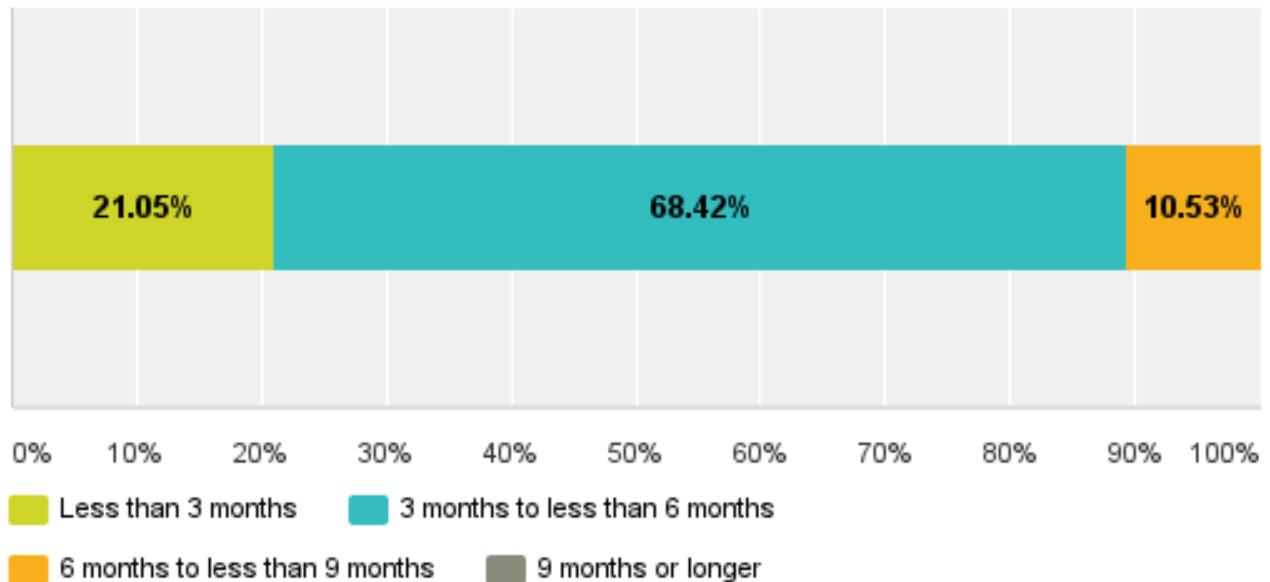
## *Key Findings:*

**What is the format for your annual campaign report?**



## Key Findings:

**How soon after the year closes do you distribute your institution's annual campaign report?**



*Key Findings:*

# Key Elements in Annual Campaign Reports

**Donor Profiles**  
**Campaign Progress and Financials**  
**Financial Overview of Institution**  
Letter from Campaign Volunteer  
**Letter from Institute Leader**  
**Donor Roster** **Gift Impact Stories**  
**Endowment Performance Information**



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