



**ANTIOCH COLLEGE
ALUMNI ASSOCIATION**

The College Revival Fund, Inc.

THE COLLEGE REVIVAL FUND

- **\$18 million in gifts and pledges in 125 days.**
- **\$144,000 average per day since Reunion.**
- **\$10.2 million in pledges due in the current FY: exceeds UBOT request of \$6.5 million.**
- **1000 individuals have supported the CRF.**

THE COLLEGE REVIVAL FUND

- **40 Alumni Chapters**
- **Solicitations from coast to coast**
- **Feasibility Study**
- **Card-for-Card Analysis**

OUR COMMON CAUSE

- **Antioch College alumni have a vested interest in securing the future of the University as an element of the plan to rescue the College.**
- **University Leadership and the Board have a vested interest in cooperation with Antioch College alumni to build critical financial support.**
- **The College Revival Fund will save Antioch College and restore the University to financial health.**

OUR COMMON CAUSE

- **Governance Change = Fundraising Success**

An Antioch College Board of Trustees with responsibility and authority is required for a fundraising plan that secures the future of the University and the Antioch College.

- **Lift Suspension = Enrollment Success**

Continuation of the current crisis threatens the reputation capital of the “Antioch” name and its continuation will lead to insolvency for the University.

FUNDRAISING GOALS

- **Raise \$2 million in annual giving for FY08 to support current operations and our students, staff, and faculty.**
- **Continue to grow annual giving by 5% each year for the next five years.**
- **Raise a total of \$25 million in FY08 in annual and capital giving.**
- **All pledges and cash are held by the College Revival Fund.**

FUNDRAISING GOALS

- **Launch a five year \$100 million campaign in annual and capital giving, principally from alumni.**
- **Fundraising planning addresses cash flow challenges during five year period of enrollment growth.**
- **Launch robust planned giving program: “Make Antioch College Your Legacy.”**
- **Raise \$3 Million to endow the presidency: recruit a talented and committed leader, of the \$100 million campaign.**

NEW CIRCUMSTANCES

- **Urgency**
 - **No need to create a sense of urgency**
- **Passion**
 - **Antioch College alumni are rarely neutral about their experience.**

NEW CIRCUMSTANCES

- **Preparedness**
 - **Excellent research and a talented IA staff.**
- **Motivation**
 - **Alumni-led campaigns are the most successful.**

FUNDRAISING HISTORY

- **Constant turn-over in the Presidency and fundraising leadership.**
- **Failure to invest in alumni relations and development.**
- **Perceived loss of Antioch College identity leads to Alumni alienation.**
- **Perception that giving makes little difference: plugging holes rather than securing the future.**
- **Long and short-term damage to the reputation capital of Antioch College.**

FUNDRAISING HISTORY

- **Understaffing = small numbers of annual visits.**
- **Leadership turnover leads to unsophisticated planning.**
- **Staff turnover leads to modest relationship building.**
- **Focus on a small number of donors for large gifts, no development of broader donor base.**
- **No sustained organization to planned giving effort.**
- **No sustained stewardship effort in annual fund.**

TYPICAL CAMPAIGN STRUCTURE

- **Vice President of Institutional Advancement**
- **Associate Vice President of Institutional Advancement**
- **2 Major Gift Officers**
- **Director of Advancement Services**
- **Director of Alumni Relations**
- **Director of Alumni Volunteers**
- **Director of Annual Giving**
- **Director of Development Research Director of Foundation Relations**
- **Associate Director of Reunion Giving**
- **Assistant Director of Alumni Relations**
- **Assistant Director of Annual Giving**
- **8 support Staff**

PAST SUCCESSES

- **Elements in prior successful fundraising efforts were:**
 - **Stable leadership with significant tenure.**
 - **Perception of President/Chancellor as leader of Antioch College.**
 - **“Autonomous” Antioch College.**
 - **Strong case statement for facilities needs.**

ALUMNI GIVING CAPACITY

- **Phase 1: \$100,000,000.**
- **Our projection of \$100 million is confirmed by prior studies.**
- **Potential for transformational giving.**
- **Size of alumni population.**
- **Wealth index of largest age cohort of alumni.**

ELEMENTS OF SUCCESS

- **Cooperation - the University is unable to mount a fully successful fundraising campaign without the support of the Alumni Association.**
- **Antioch College Board of Trustees empowered with complete authority for the administration of the College, including power to hire and fire its own President.**
- **Reversal of suspension plan.**
- **Reconciliation and cooperation from all parties.**