

Campaign Planning Study
June 2025





Project Objectives

Assess Campaign Readiness: Evaluate KSU's philanthropic potential and overall preparedness for a future comprehensive campaign.

Conduct Governance Review: Review and recommend improvements to the governance structures and board policies of KSU, its Foundation, and the Alumni Association.

Develop and Test Preliminary Case for Support: Craft a compelling preliminary case for support that articulates campaign impact and test its appeal with a wide audience including donors, alumni, board members, and community leaders through individual interviews and a survey.

Deliver Strategic Recommendations: Produce a comprehensive findings and recommendations report to inform development strategy, structure, and next steps.



Method

Summary of Methods



Governance Assessment

Governance Policy Review

Templates

Guide of Industry Best Practices

Findings and Recommendations



Campaign Readiness Assessment

Infrastructure Review

Policy, Process, Systems Review

Staff Interviews (2)

Findings and Recommendations



Campaign Feasibility Study

Campaign Vision (Case)

Confidential Interviews (29)

Survey (15)

Findings and Recommendations



Is Kentucky State University ready for a campaign?

- Is KSU highly regarded?
- Does KSU have a compelling vision and case?
- Are respected, passionate leaders prepared to serve?
- Can KSU attract pacesetting gifts?
- **Are internal resources sufficient?**



Governance Assessment



Governance Review

Purpose

- Evaluate governance policies of KSU, KSUF, and newly formed KSUTF
- Align with industry best practices and BoardSource standards
- Provide templates and policy recommendations for KSUTF

Process

- Reviewed all relevant documents and policies for KSU and KSUF governance and oversight
- Reached out to KSUF for participation (no response)

Recommendations and Outcome

- Provided recommendations and template documents for updates
- KSU and KSUTF adopted all applicable recommendations
- KSU and KSUTF should review all policies annually for continued alignment to the current industry standards and best practices



Campaign Readiness Assessment



Campaign Readiness Assessment

Purpose

- Assess KSU's capacity to support a \$100 million capital campaign

Process

- People, process, technology, culture
- 1:1 staff interviews
- Survey
- Materials review
- Campaign readiness maturity model
- Benchmarking
- Capacity Screening and Analysis
- Review of Advancement Model



Summary of Findings and Recommendations

Current advancement staffing model is insufficient for a major campaign effort

- Make additional investments in staffing (*Major Gifts, Alumni Engagement, Prospect Management*)

Development processes are generally sufficient for current advancement activities, but insufficient for a major campaign effort

- Invest in prospect research
- Establish portfolio metrics
- Develop progress reports

Institutional leaders must be deeply invested in advancement to ensure campaign success

- Assign portfolios
- Ensure 100% giving
- Establish defined partnership between KSU and Alumni Association

Benchmarking Highlight

	# of Development FTEs	Annual Revenue	# of Annual Donors
Kentucky State University	2	\$0.5M*	280-600
Savannah State University	5	\$2.6M	1,240
Murray State University	16*	\$6M	6,000
Central State University	6	\$1.6M	1,400
Tuskegee University	16	\$15M	Not Reported

**many PT student workers*

** 5-year average*

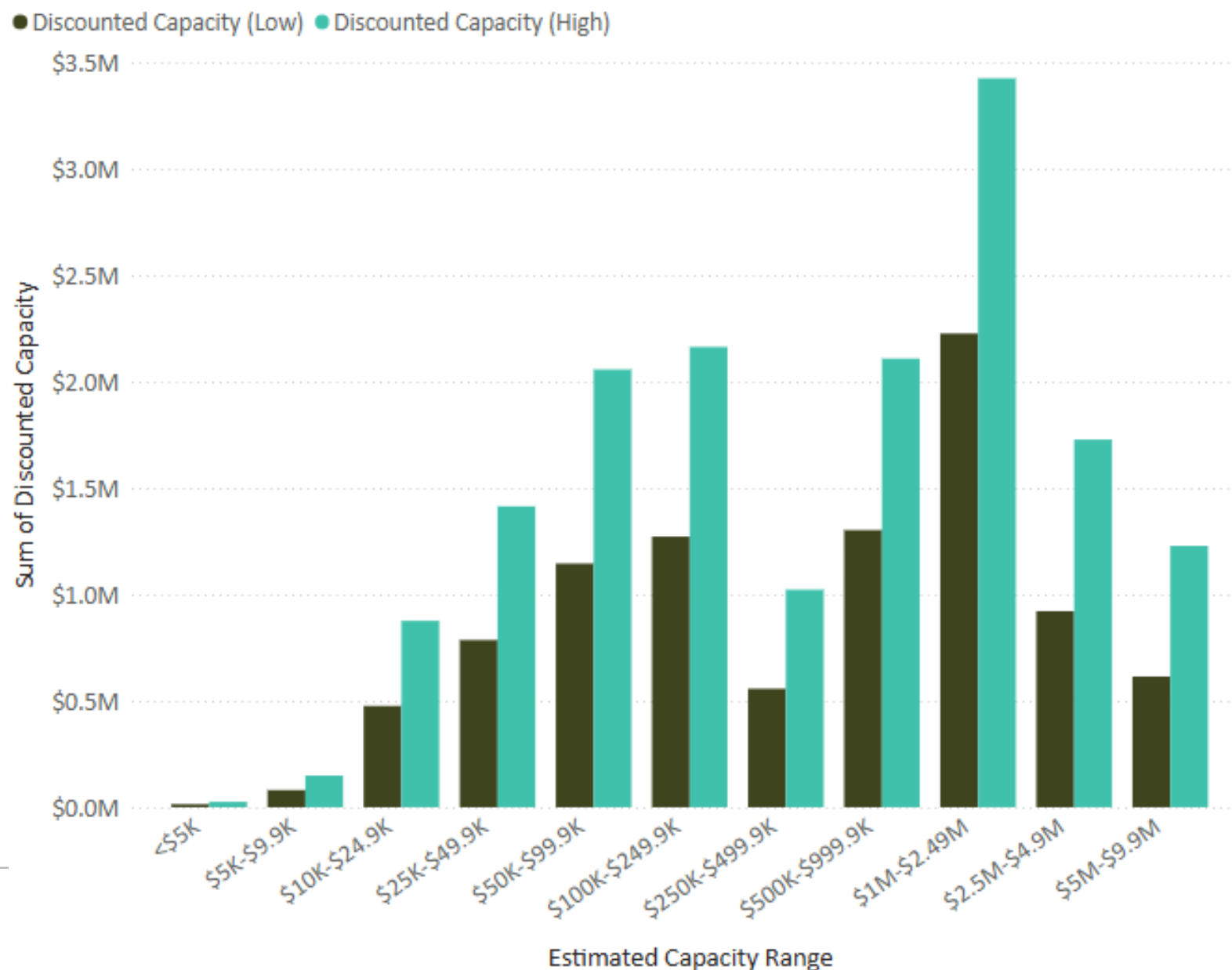
Data directly received from peer institutions representatives

Capacity Analysis Highlight

- Screened top 1,000 donors from within KSU's database as defined by total giving from individuals in the last five years

High Discounted Capacity Total
\$16.2M
Low Discounted Capacity Total
\$9.4M

Discounted Capacity by Est. Capacity Range (Primary Affinity)





Questions?