



UNITED STATES NAVAL ACADEMY
FOUNDATION

Class of 1972 50th Reunion
Legacy Gift Campaign
Results

Jeffrey Beard
Class V.P. for Development



The Class of '72 has a good giving history w/USNA

Up until our last reunion, the Class of '72 has cumulatively provided about \$6.5 Million in giving through the end of 2017 to the following projects:

- The Gate 3, “Richard Glen Been” Memorial Water Fountain (Rich was killed on August 25, 1975 in an F-4 air crash while attempting to land on the USS Franklin D Roosevelt).
- The Mahan Hall Piano
- The Rip Miller Field Press Box
- The Navy/Marine Corps Memorial Stadium *Cold War Battle Arch*
- The Distinguished Military Professor for Character (over \$2.2 Million to-date)
- The Naval Academy Annual Fund (\$1.7 Million)

Our overall rate of participation: ~ 22% of class!



Many options to consider for legacy campaign: The Superintendent's Strategic Initiatives

Naval Academy Annual Fund
The enabler of all fundraising!

Academic Excellence

Center for Cyber Security Studies (building)
Cyber Security Studies & Related Disciplines
Center for Academic Excellence
International Education Excellence
Faculty Recruitment & Development
Project-Based Learning
Naval Academy Foreign Affairs Conference
Naval Academy Science & Engineering Conference
**3 Distinguished Military Professors (Ethics;
Character; Leadership)**

Admissions Excellence

Admissions Excellence and **STEM Programs**
NAPS Transformation

Leadership/Ethics Excellence

Experiential Leadership Learning
Stockdale Center for Ethical Leadership

Physical Excellence

Phase IV NMCM Stadium
Physical Mission Center for Excellence
Fund for Athletic Excellence

Alumni Association/Foundation

Co-location

Bold text signifies Superintendent's top priorities.
Green bolded text indicate potential 1972 options



Here's the projects we picked

Sports & Rehabilitation Center



Distinguished Military Professor for Character



Project-Based Learning



Naval Academy Annual Fund





Class of 1972 50th Legacy Gift/Class Project

- During the pre-campaign, one classmate came forward and made a major commitment & challenge for the campaign:
 - Willing to commit to a *dollar-for-dollar* challenge to the rest of the class to **match their contributions**, with a cap of \$2.5 Million.
 - If the class raised \$2.5 Million, he would match it = \$ 5 Million **(but he was only willing to match what we give!)**
 - His personal priority was the class naming opportunity for the Sports Performance & Rehabilitation Facility, (but he supported ALL projects)
- For the entire pre-campaign we solicited support from our top donors for over \$1 Million to kick start campaign.
- Class decided to set a higher goal and to try and fund four projects!



Class of 1972 50th Legacy Gift/Class Project

Based on class feedback and indications from top donors,
here were our approved goals and projects:

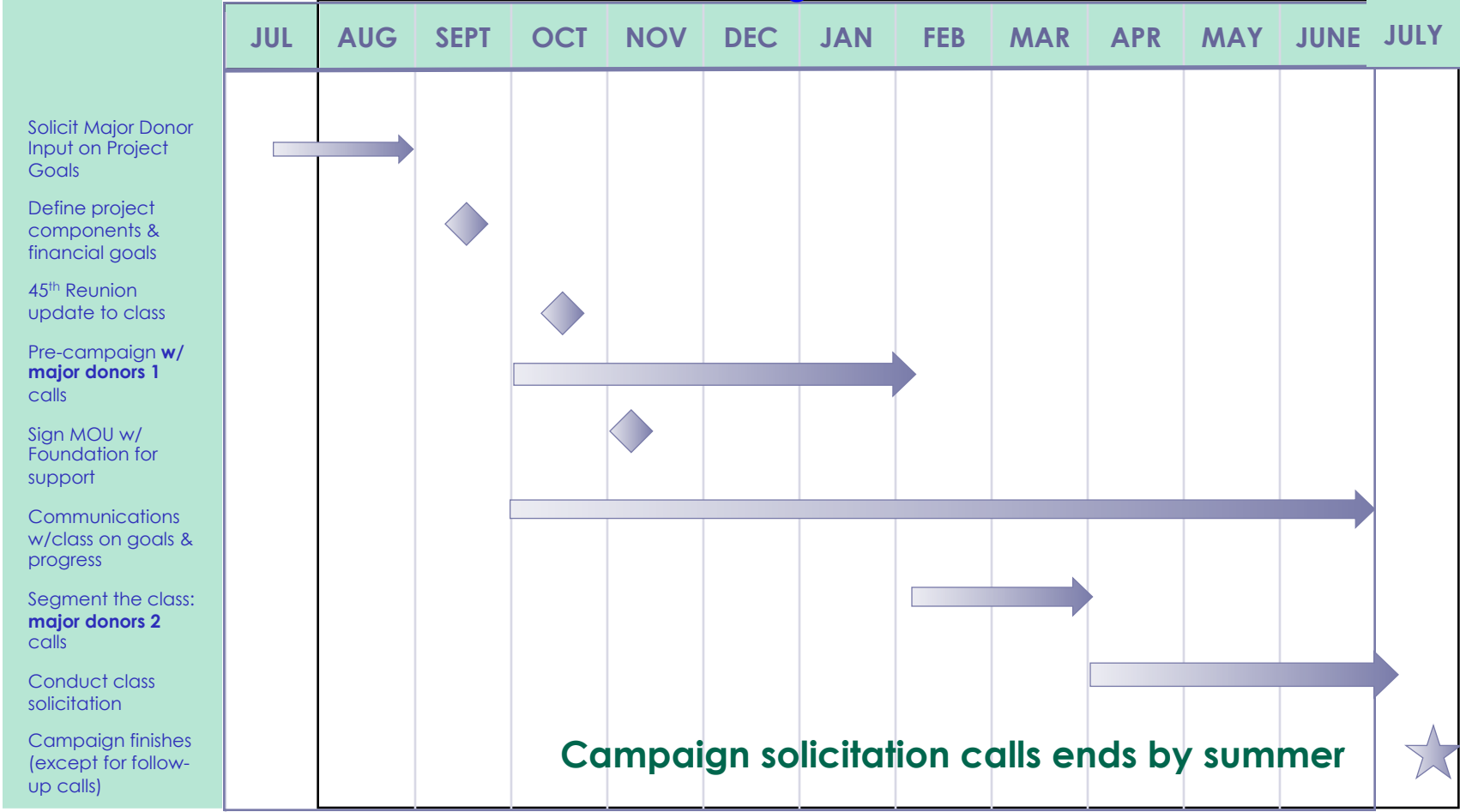
USNA Annual Fund:	\$ 750,000
1972 Athletic Facility & Excellence Fund:	\$2,500,000
1972 DMP for Character Development Fund:	\$1,000,000
<u>1972 Project-Based Learning Fund:</u>	<u>\$ 750,000</u>
TOTAL	\$5,000,000
PARTICIPATION RATE GOAL:	50%



Class of '72 Project Fundraising Timeline:

(run a one year active solicitation campaign)

2017/2018 Planning Calendar





Campaign summary

- Campaign in first year of five year run (from 2018 => 2022).
- We promoted and many used the option to donate appreciated equities or IRA-Charity Rollover
- The pre-campaign had the campaign committee contacting about 100 classmates,
- Catapult (our agent) called and solicited from over 600 classmates.
- Company reps successfully increased company participation.
- Total number of classmates participating is over 270.
- We achieved our financial goal after 10 months – both records (pace and amount raised).



Class of 1972

50th Legacy Gift/Class Project

Results

- Exceeded goal by over \$1 Million: matching challenge met
- Many classmates used 401K & IRA Required Minimum Distribution (RMD) option
- Participation rate 35% (higher than previous campaigns, but fell short of 50% goal)
- The financial results as of 01 Sept 18:

	<u>Amount:</u>	<u>% of goal</u>
USNA Annual Fund:	\$1.20M	(152%)
1972 Athletic Facility & Excellence Fund:	\$2.50M	(100%)
<i>(our class name will be on the Sports & Rehabilitation Centre)</i>		
1972 DMP for Character Development Fund:	\$1.65M	(163%)
<i>(with leftover funds from previous campaigns, we have about \$2.0 Million in total which will take the role out until almost 2030!)</i>		
<u>1972 Project-Based Learning Fund:</u>	<u>\$.75M</u>	<u>(100%)</u>
TOTAL	\$6.1M	(120%)
PARTICIPATION RATE:	35%	(66%...but
150% over our historical average!)		



Special thanks to:

- Campaign committee for their help in developing strategy, shaping the campaign, and calling on classmates (100% participation)

John Welch

John M Dillon

John L. Skolds

Webster L. Benham

Ed Wallace

Gary A. Griffiths

Christopher W. Panos

John E. Chalker

James D. Hall

Robert Ostendorf

Thomas D. Jones

Louis F. Terhar

Doug Rush

Dave Hogen

Steven J. Kemple

Rodney K. Womer

Dean M. Flatt

William R. Rubel

- Classmate Rich Goldsby (*Associate Director of Class Legacy Gift Programs; USNA Foundation*) and his successor, Dan Quattrini!
- To Melissa Nelson (*Assistant Director of Glass Giving and our key administrative support for the project!*)
- and....to everyone in the class that participated in the most successful campaign in USNA history!