

2018 ADRP Event Award Applications

Contact Name: Kelsi Jones

Business Title: Assistant Director of Donor Programs

Institution Name: Oklahoma State University Foundation

Institution Type: Foundation Associated with Public College/University

ADRP Member? Yes

Membership Length: 3 Years

Address: 400 S. Monroe

Stillwater, OK 74074 United States

Phone: 405-385-5116

Email: kjones@osugiving.com

Entry Title: President's Fellows Annual Impact Event

URL (if applicable): <https://www.osugiving.com/yourimpact/giving-societies/presidents-fellows>

Username/Password (if applicable):

Brief Description: President's Fellows is a giving society that recognizes Oklahoma State University supporters who invest in OSU every year with leadership level annual (\$10,000 annually) support that empowers the OSU President to address urgent needs and major campus priorities. Gifts to the President's Fellows Priorities Fund provide critical, flexible resources to support projects and initiatives in three key pillars - our students, our faculty, and our campus. This event is one of many ways we commit to offering our Fellows select opportunities to stay connected to the university that are reflective of their commitment to the society. Because Fellows donors do not choose the specific need or project their funds will be designated for, this event serves as the primary outlet for sharing stories of impact, showcasing how their gifts have shaped lives on campus and what ideas were made a reality through funds received from this program.

All 45 donor households, along with university administrators and every beneficiary of funding during the current academic year were invited to attend this exclusive event held on campus prior to a basketball game. For the first time, donors and beneficiaries were able to meet and connect face-to-face allowing for greater impact. The lunchtime program was emceed by "The Voice of the Cowboys" PA Announcer Larry Reece, and included remarks from President Hargis, a story from a student that received a needs-based scholarship which allowed him to stay at OSU and continue his education, introduction of faculty awarded funds that equipped them to conduct groundbreaking research, presentations from student programs in diversity, leadership, and campus life that would be unsuccessful or possibly not in existence were it not for President's Fellows. The more casual atmosphere of a game day allowed us to have some fun in our menu selections, as several local food trucks were brought in to offer guests an opportunity to choose their own lunch and allowed for even greater mingling time. Lastly, all Fellows that attended were offered tickets to stay on campus and in Stillwater to attend the basketball game.

Immediate feedback from donors and recipients alike was that this format was more enjoyable, provided opportunity for visiting with students, faculty, and staff, and allowed for greater insight into just how important this society is across campus.

Would you be willing to participate in a webinar or future conference to share more information about this project? Yes, please

Do you plan to submit a hard copy of your entry for judging? No

If my submission is selected as Best in Class, please notify my senior leadership team: Yes, please

Leadership Team Contact Information: Michal Shaw
400 S Monroe

Stillwater, OK 74074, United States
405-385-5147
mshaw@osugiving.com

Overall Event Budget: 12000

Event Size: 50-100

Event Type: Reception, Dinner

Target Audience: Annual donors of \$10,000 or more to the President's Fellows Priorities Fund

Purpose of Event: The purpose of this event is to make the unknown known to our donors; to provide an intimate experience between President's Fellows donors and those impacted by their giving. It exists not only to steward all donors for their current giving, but to encourage retention and continued annual giving of the \$10,000 minimum.

What made this event innovative? How was it above and beyond the traditional event? Since donors to this fund do not know where their gifts are going when they make their annual commitment, this event (along with other annual and bi-annual communication pieces) serves as an opportunity to showcase the specific projects their gifts helped make a reality throughout the course of the previous year. In the past, we have held this event at the President's home to give donors an exclusive, intimate experience to hear specifically from the President about such impact. However, due to space limitations, we've never been able to have the beneficiaries of this funding attend this event, thus causing us to lose some of the power behind the impact.

This year, we wanted to offer something more interactive that would allow our donors to hear not only from the President, but also from those who directly benefitted from the program without losing the intimacy of past events. We also changed the timing of this event from a Fall Friday evening to a Saturday luncheon prior to a big basketball game on campus. Every unit/college/program/student that received support through the President's Fellows fund during the 2017-2018 academic year were invited to attend, along with all 45 donor households to the fund. Tables were assigned so that every table had at least one beneficiary placed amongst donors to encourage interaction and networking. In addition to hearing President Hargis give his usual address, guests heard presentations from a student scholar and members of various programs that directly benefitted from President's Fellows about how their college experience would not be the same or may not have happened at all without this funding.

This was our first attempt at this format and this timing, and we think the changes paid off.

Event outcomes. How did you determine the event was a success? How did you measure engagement post-event? Following the event, all attendees were sent a thank you for attending email that included a link to a survey about the event. We also heard from several donors directly following the event that stated they preferred this type of event because they got to meet and engage with the students and faculty, giving them the opportunity to really enjoy the significant impact President's Fellows is making across the University, which is encouraging them to continue their commitment in the years to come. Currently, retention of donors to the society is at an 87% rate and membership has since grown to 52 donor households.

Attachments: [2018_Event_Award_Jones_OSU Foundation.pdf](#)



SAVE *the* DATE

SATURDAY, MARCH 3, 2018

Fourth Annual
**President's Fellows
Impact Event**

We hope you will attend this exclusive event where you will meet other members of the President's Fellows and have an opportunity to interact with President and Mrs. Hargis.

Prior to the 3:00 p.m. OSU basketball game vs. Kansas
Limited tickets available upon request

Formal invitation to follow

For more information about the event, to reserve a hotel room or request basketball tickets, please contact Susan Anderson at 405.385.5629 or sanderson@OSUgiving.com

YOU ARE INVITED TO ATTEND THE

Fourth Annual
**PRESIDENT'S FELLOWS
IMPACT EVENT**

Saturday, March 3, 2018

Wes Watkins Center | OSU Stillwater Campus

11:30 A.M. RECEPTION

12:00 P.M. LUNCH & PROGRAM

3:00 P.M. OSU BASKETBALL VS. KANSAS

LIMITED TICKETS AVAILABLE UPON REQUEST

We hope you will attend this **exclusive event** where you will meet other members of the President's Fellows and have an opportunity to interact with President and Mrs. Hargis.

You will hear stories of the impact your gifts are making and learn about President Hargis' vision for President's Fellows. We thank you for being part of this landmark initiative with Oklahoma State University, and look forward to celebrating with you this spring.

GAME DAY ATTIRE IS SUGGESTED

Please RSVP by February 23, to Susan Anderson at
405.385.5629 or sanderson@OSUgiving.com



President's Fellows Event: Run-of-show

Saturday, March 3

11:30 a.m.

Wes Watkins



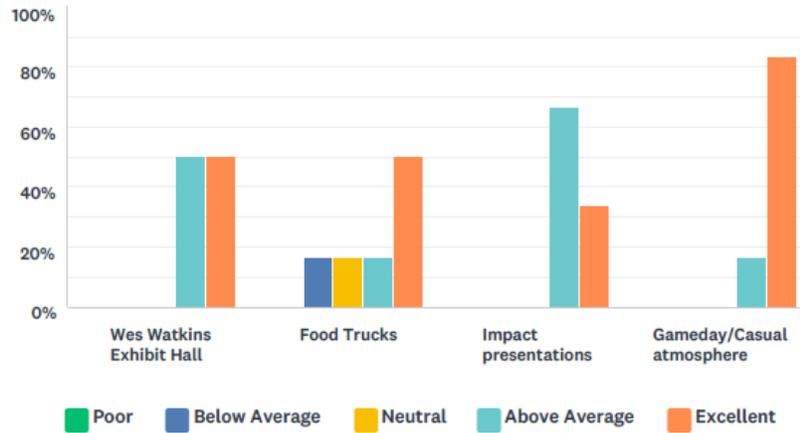
| TIME | ACTIVITY | SPEAKER | NOTES |
|------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| 11:15 a.m. | Ready for guests to begin arriving | | President's Partners assist with greeting/name tags |
| 11:30 a.m. | Reception begins | | Drink stations set up Entertainment |
| 12:00 p.m. | Invite guests to find their seat Welcome and Introduce President Hargis | Larry Reece | |
| 12:05 p.m. | Remarks | President Burns Hargis | <u>Impact recognitions:</u> 3MC Winners – 4 Faculty Winners – 3 Equipment and Bandstand photos Fellows Scholars |
| | Introduce Student Scholar | Larry Reece | |
| 12:15 p.m. | Impact #1: Fellows Scholars | Jake Sickels | |
| 12:20 p.m. | Lunch (30 min) | | Food trucks |
| | Introduce next speaker | Larry Reece | |
| 12:50 p.m. | Impact #2: Diversity/Programs | Jovette Dew, Dene <u>Roseburr-Olotu</u> and <u>Risj Karim</u> | ILP Program slideshow |
| | Introduce next speaker | | |
| 1:00 p.m. | Impact #3: 3MC Winner | Siddharth Suresh, 2017 Winner | |
| 1:05 p.m. | Transition for Dessert | Larry Reece | Food trucks/Catering combination |
| | Introduce next speakers | Larry Reece | |
| 1:25 p.m. | Impact #4: Camp Cowboy | Directors: MacGregor Price, Abby Davis, Hadley Apple | Slideshow |
| 1:35 p.m. | Concluding Remarks and Introduce <u>Pokeappella</u> <u>Pokeapella</u> sings Alma Mater | Larry Reece | |
| 1:40 p.m. | Event concludes | | |





Q1 Please rate the President's Fellows event based on your expectations of the following:

Answered: 6 Skipped: 0



Showing 4 responses

- It is impossible to beat an event hosted by President Hargis and First Cowgirl Ann at their home as in the past.
3/19/2018 2:02 PM [View respondent's answers](#) [Add Tags](#)
- Great job!! Outstanding meeting in every respect!!You are to be congratulated!!
3/10/2018 3:42 PM [View respondent's answers](#) [Add Tags](#)
- GREAT EVENT. LOVED THE VENUE.
3/9/2018 9:18 PM [View respondent's answers](#) [Add Tags](#)
- I was disappointed in the food but the decorations and attire was FUN❤️❤️??
3/9/2018 5:07 PM [View respondent's answers](#) [Add Tags](#)

Q2 What did you like most about the event?

Answered: 5 Skipped: 1

| # | RESPONSES | DATE |
|---|------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1 | Presentation on video by winner of competition, but would have been even better if it were live in person with Q and A | 3/19/2018 2:02 PM |
| 2 | setting and hearing the presentations opportunity to visit with students and osu staff | 3/10/2018 4:42 PM |
| 3 | SPACE ENOUGH TO ALLOW FOR MORE STUDENTS. | 3/9/2018 10:18 PM |
| 4 | Tables and the attire?? | 3/9/2018 6:07 PM |
| 5 | Casual atmosphere, food trucks helped with that | 3/9/2018 5:56 PM |

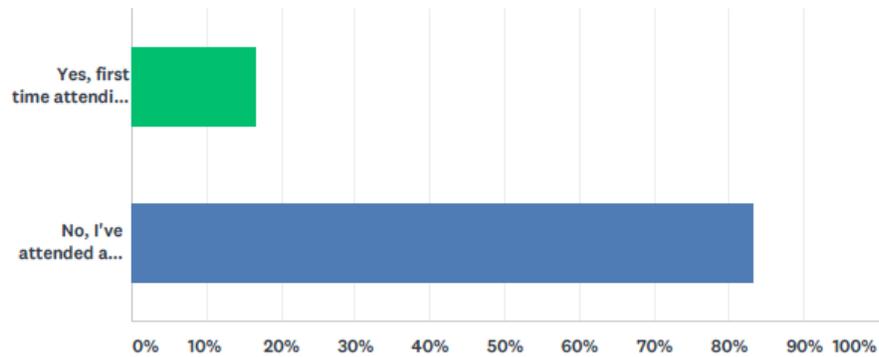
Q3 What did you like least about the event?

Answered: 4 Skipped: 2

| # | RESPONSES | DATE |
|---|----------------------------------------------------------|-------------------|
| 1 | n/a | 3/10/2018 4:42 PM |
| 2 | NOTHING NEGATIVE - ALL POSITIVE | 3/9/2018 10:18 PM |
| 3 | Food | 3/9/2018 6:07 PM |
| 4 | Not enough time to meet and talk to everyone in the room | 3/9/2018 5:56 PM |

Q4 Is this your first time attending a President's Fellows event?

Answered: 6 Skipped: 0



Q5 How would you rate the 2018 President's Fellows Impact event overall?

| POOR | BELOW AVERAGE | NEUTRAL | ABOVE AVERAGE | EXCELLENT | TOTAL | WEIGHTED AVERAGE |
|-------|---------------|---------|---------------|-----------|-------|------------------|
| 0.00% | 0.00% | 16.67% | 33.33% | 50.00% | 6 | 4.33 |
| 0 | 0 | 1 | 2 | 3 | | |

Showing 1 response

BURNS IS DOING A GREAT JOB WITH THE FUNDS THT PRESIDENT'S FELLOWS PROVIDES

3/9/2018 9:18 PM

[View respondent's answers](#)

[Add Tags](#)