

Forever **BUTLER**

The Campaign for Butler Community College



SWANSON  HOUSE
FUNDRAISING PROFESSIONALS



FOUNDATION PROFILE

LOCATION
El Dorado, Kansas

FOUNDED
1967

ANNUAL BUDGET
\$600,000

TOTAL ASSETS
\$15.5 Million

STAFF
7 Employees

COMMUNITY COLLEGE PROFILE

ENROLLMENT
9,100 EFT

POPULATION
13,500

FOUNDED
1927

ANNUAL BUDGET
\$47.2 MILLION

EMPLOYEES
1,050

Forever Butler

THE CAMPAIGN FOR BUTLER COMMUNITY COLLEGE

Fundraising is at its most effective and efficient when an organization is in campaign mode. It is a dynamic that Stacy Cofer, Vice President of Advancement for Butler Community College Foundation, understands well.

“The College, Foundation board members, Foundation staff and even donors—we are all more focused and productive when we are in the midst of a fundraising campaign,” says Cofer. “It’s why every organization—but particularly colleges—should always be thinking about their next campaign.”



For Cofer and the Butler Community College Foundation, The Forever Butler Campaign, the most recent major gifts endeavor, was historic. “We had never



undertaken a campaign seeking just endowment and deferred gifts,” explains Cofer. “We set a \$10 million campaign goal, and we exceeded that goal.”

Cofer led Butler through three capital campaigns: A \$2 million endeavor to build the Champions Training Center, a \$4.5 million campaign to create the Hubbard Welcome Center, and a \$12 million campaign to construct the BG Products Veterans Sports Complex. The Forever Butler Campaign would be different. “The arguments and narratives for a successful capital campaign are not the same ones utilized for an endowment

“If you’re not asking your friends and alumni to help your organization, someone else is. The Forever Butler Campaign, like all campaigns, gave us license to engage past donors and new prospects in the life of this great college.” -Stacy Cofer, Vice President of Advancement for BCCF

and deferred gifts campaign,” explains Robert Swanson, President and CEO of Swanson House, Inc. “There are no drawings to show, no facilities to tour. Instead, Cofer and her team had to focus on the needs of students and faculty, and create a vision for taking Butler’s quality programs to even greater heights.”

In addition to new narratives and arguments, The Forever Butler Campaign was positioned as Butler’s first national campaign. As such, Swanson House utilized unique strategies to broaden the scope of the project. A National Campaign Leadership Council (NCLC) was recruited. “From this amazing group of people, we utilized the energies of our local committee members to form an active leadership council which provided vision and enthusiasm for the campaign,” explains Cofer.

A Campaign Leadership Committee, a subset of the NCLC, worked with Foundation staff and College leadership to complete the daily work of the campaign. Butler President Emeritus Jackie Vietti served as a member of this important committee.

“When you are working on the campaign, you see more than the money,” says Vietti. “You experience the love and affinity alumni and friends have for the college. You are able to share the story of the college one-on-one with donors—and in the case of The Forever Butler Campaign, the story of students—their hard work and accomplishments—are front and center. It’s very gratifying.”

Endowed funds for scholarships, internships and program support funds framed the

campaign. “These fundamentally enhance opportunities for students and improve the quality of their education,” said Butler President Kim Krull when the campaign was announced. “Because there is no facility to be built, our strategy and message is about providing opportunities for students to earn their degrees.”

Butler alumnus and retired Dr. Pepper CEO True Knowles and his wife, Elizabeth, served as National Honorary Campaign Co-chairs. “I was so pleased that Butler Community College had the vision to pursue such a campaign. An institution of higher learning can never go wrong seeking gifts to its endowment,” remarked Knowles at the public roll-out of the campaign.



CHALLENGES

- ◆ Transitional period between presidents
- ◆ Endowment versus Capital
- ◆ First endowment campaign
- ◆ A decade of multi-million dollar campaigns
- ◆ Geographical parochialism

ASSETS

- ◆ Vision and Focus
- ◆ Experienced Development Office
- ◆ National Campaign Leadership Council
- ◆ Engaged College Administration

CAMPAIGN NUMBERS

The Forever Butler Campaign secured **\$10.1 MILLION**

Gifts Range	# of Gifts
\$1 Million & Above	6
\$500,000 to \$999,999	2
\$250,000 to \$499,000	3
\$100,000 to \$249,999	6
\$50,000 to \$99,999	9
\$25,000 to \$49,999	10
\$10,000 to \$49,999	22
\$1,000 to \$9,999	Many

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ABOUT SWANSON HOUSE

Swanson House consultants have successfully completed capital, endowment and annual fund campaigns. Pre-campaign assessment studies and ongoing campaign counsel have benefited a wide range of nonprofits including education, art and culture, museums, healthcare, and youth development. As a full-service firm, Swanson House also provides training and support in the areas of board government, staff development, communication and crisis management.

SWANSON HOUSE AXIOMS

- ◆ The 80/20 rule equals success.
- ◆ Cultivation trumps marketing.
- ◆ If you're not asking your donors, someone else is.
- ◆ Communication is the essence of appreciation.
- ◆ Study. Plan. Practice. And then complete your solicitation.

SWANSON HOUSE
FUNDRAISING PROFESSIONALS

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► Forever Butler...continued

"The cost of higher education is the number-one impediment for students wanting to earn a college degree," explains Shawn Lancelot, President, Bank of America, Wichita, and a member of the NCLC. "When you see how hard these students work to earn an education, you can't help but be proud of them."

Adds Cofer, significant time and effort was spent during The Forever Butler Campaign on the training and orientation of staff and volunteer leaders in the work of cultivating and soliciting donors. "Almost every prospect solicited was asked to consider both a current and a deferred gift," says Cofer.

While the NCLC served as a strategy for cultivating and educating more donors, additional strategies like the Advancing Butler memorandum kept the Foundation in contact with more than 800 prospects on a monthly basis. A revamped website incorporated

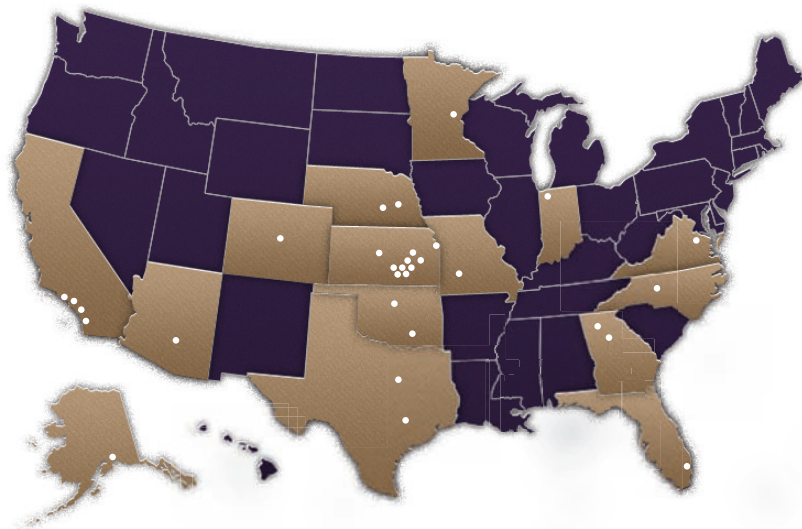
video and personal donor stories. A well-planned and executed public rollout resulted in extensive media coverage. The gala announcing the campaign included more than 100 students.

"There are always new and different combinations of strategies that an organization can employ to educate and inspire donors," says Swanson. "Butler excelled at exploring and implementing unique tactics."

"Most importantly, they understood that the campaign structure is the most effective and efficient structure for raising money."

"It is a Swanson House axiom," says Cofer, "If you're not asking your friends and alumni to help your organization, someone else is. The Forever Butler Campaign, like all campaigns, gave us license to engage past donors and new prospects in the life of this great college."

National Campaign Leadership Council



Larry & Judy Abraham
El Dorado, KS

Felix & Janice Adams
Wichita, KS

Donald & Aleen Barnes
Fredericksburg, VA

Bradley Bennett
Seward, NE

Todd & Denise Carter
El Dorado, KS

Mike & Lucy Clifton
Augusta, KS

Doug & Suzanne Coin
Wichita, KS

Kyle & Amanda Conley
Sulphur, OK

Ray & Carolyn Connell
El Dorado, KS

Steve Cox & Ame Holden
Oceanside, CA

Matt & Pam Cross
Andover, KS

Thomas Doughty
Lakewood, CO

Mack Gilkeson
San Diego, CA

David & Carolyn Hinderliter
Dawsonville, GA

Warren Hunt
Warsaw, MO

Mark & Sandra Isom
Inman, KS

Alan & Bobbie Jaax
El Dorado, KS

Raymond & Karen Kaufman
Burlington, KS

Michael & Linda Kibler
Valparaiso, IN

True & Elizabeth Knowles
Dallas, TX

Kim Krull
El Dorado, KS

Shawn & Shawna Lancelot
Wichita, KS

Kwamie & Ericka Lassiter
Chandler, AR

Scott & Crystal McMillin
Boynton Beach, FL

Scott McPhail
Los Angeles, CA

Brett Moriarty
Caldwell, TX

Galen & Vi Myers
Mulvane, KS

Dalton & Sonja Patterson
Augusta, KS

Ronald & Rebecca Ragan
High Point, NC

Jim Reeves
Augusta, KS

Jeff & Veronica Sanders
Kansas City, KS

Agnes Sherlock
Anoka, MN

Sara Sluss
Venice, CA

Matt & Devori Spangler
Friend, NE

Lea Taylor
Olpe, KS

Mao & Cari Tosi
Anchorage, AK

Ray & Jackie Vietti
El Dorado, KS

Doug & Barbara Voth
Edmond, OK

Harvey Watt
Atlanta, GA