

NJIT



New Jersey's Science &
Technology University

THE EDGE IN KNOWLEDGE

Alumni Counts

| | |
|---|--------|
| Total Alumni of Record: | 53,529 |
| Total Alumni Alive, Good Address, Ok to Contact: | 45,638 |
| Total Alumni Alive, Good Address, Ok to Solicit: | 43,435 |
| Total Alumni of Record in Metro Area, Alive, Good Address | 33,454 |

Comparison of Total Giving Year to Date:

| | 2006 | 2007 |
|---|-------------|-------------|
| From All Sources: | \$2,851,565 | \$2,411,631 |
| From All Sources without Gifts in Kind: | \$961,315 | \$1,542,381 |

Comparison of Giving By Donor Type

| Category | \$ Giving | 2006 | | 2007 | | | # Increase |
|-------------|-------------|-------|----------|-------------|-------|----------|------------|
| | | % | # Donors | \$ Giving | % | # Donors | |
| Alum | \$130,088 | 4.56 | 595 | \$424,712 | 17.61 | 1,773 | 1,178 |
| Corp | \$2,323,376 | 81.48 | 165 | \$1,395,279 | 57.86 | 190 | 25 |
| Foundations | \$141,831 | 4.97 | 11 | \$138,661 | 5.75 | 13 | 2 |
| Friends | \$105,086 | 3.69 | 116 | \$133,313 | 5.53 | 185 | 69 |
| Other | \$151,185 | 5.30 | 16 | \$319,667 | 13.26 | 13 | (3) |
| Totals: | \$2,851,565 | 100.0 | 903 | \$2,411,631 | 100.0 | 2,174 | 1,271 |

Honors Campaign Update

| Campaign Progress | 09/30/06 | 10/31/06 |
|-------------------|--------------|--------------|
| • Cash in Hand: | \$ 7,341,793 | \$ 7,465,569 |
| • Pledges: | \$10,536,906 | \$10,661,006 |
| • Total: | \$17,878,699 | \$18,126,575 |

Highlanders Athletics Campaign

| Progress Report | 9/30/06 | 10/31/06 |
|----------------------|-------------|-------------|
| • Total Cash in Hand | \$1,442,022 | \$1,515,327 |
| • Balance of Pledges | \$1,974,172 | \$1,957,114 |
| Total | \$3,416,194 | \$3,472,442 |

Planned Gifts at NJIT

Tomorrow's Philanthropy Today

- Bequests
- Gift Annuities
- Charitable Remainder Trusts
- Pooled Income Funds
- Charitable Lead Trusts
- Life Insurance Policies



History of Planned Gifts at NJIT 1974-2006

| | |
|-----------------------------|--------------|
| • Bequests (121) | \$21,433,184 |
| • CGAs (69) | \$ 4,732,713 |
| • Remainder Trusts (33) | \$ 9,112,904 |
| • PIF participants (15) | \$ 392,245 |
| • Life Insurance Policy (1) | \$ 250,000 |

Total: \$35,929,517

Planned Giving FY 07-YTD

- Three Pending Bequests \$2.5 million
 - IRA Rollovers \$ 136,000
 - Two Pending Life Insurance Policies \$ 275,000
-

New Annual Fund Initiatives

- E News Letters
- E Solicitation Campaign
- E Find a Friend Campaign

New Jersey Comparison E-news Results

| NJIT | 1st Issue | 2nd Issue |
|----------------------------------|---|--|
| Subject | NJIT The Edge: NJIT Celebrates 125 Years at the Edge in Knowledge | NJIT The Edge: Celebrate 125 Years of Highlander Spirit at NJIT Day 2006 |
| Scheduled Send Date | 9/12/2006 | 10/4/2006 |
| Total Number of email Addresses | 23720 | 23250 |
| Number of Successful emails Sent | 15744 | 17334 |
| Number of Clickthroughs | 1098 (6.97%) | 623 (3.59%) |
| Number of HTML emails Read | 3482 (22.12%) | 2742 (15.82%) |
| Number of Soft Bounces | 5879 (24.78%) | 4004 (17.22%) |
| Number of Hard Bounces | 2097 (8.84%) | 1912 (8.22%) |
| Number of Unsubscribed Members | 8 (0.05%) | 9 (0.05%) |
| Number of New Subscribers | 0 (0%) | 0 (0%) |

Planning for the Comprehensive Capital Campaign

- Annual Fund Audit
- Needs Assessment
- Wealth Screening
- Feasibility Study
- Campaign Plan / Insiders Case Statement

Fund Raising Committee's Role:

1. Make your own commitment of time, treasure and/or talent.
2. Identify prospects.
3. Make NJIT first priority for philanthropy.
4. Represent and advocate NJIT in your respective areas (i.e. geographic, professional and personal).
5. Participate in the development and implementation of major fund raising initiatives including:
 - Annual Fund
 - Planned Giving
 - Capital Campaigns
 - Celebration and other special events

Fund Raising Committee's Role: (Cont'd)

6. Be a part of the ongoing cultivation strategy of NJIT– host or attend cultivation/solicitation events.
7. Executive Dinner Committee:
 - Support the dinner through the purchase of tables
 - Identify prospective attendees from among colleagues
 - Help in the sale of tables and tickets to colleagues
 - Actively market the event to generate interest and support
 - Attend two breakfast meetings of the EDC

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