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## Karen O'Rourke

### Director of Development, ISU Foundation

#### Problem

In 2006, the Indiana State University Board of Trustees approved new bylaws that changed the relationship between the ISU Foundation and the university itself and allowed the Foundation to move toward more aggressive fundraising. "We were looking for a way to enhance our fundraising ability as we were going toward our first-ever comprehensive campaign," said Director of Development Karen O'Rourke. "We also were faced with finding an outside source for some of our printing that we had previously done in-house. We wanted an approach that was coordinated, that did both our Annual Fund and our President's Society and made them look similar. We were trying to have one key message to all of our constituents."

#### Solution

The Foundation was considering an "I" theme, to go along with Indiana State. O'Rourke said, "MillerWhite, though, was able to help us put that all together and come up with a real theme. 'Imagine, Inspire and Impact' is what they did for us, and it's worked out great. We had a number of print pieces done for our Annual Fund program throughout the year, and also for our President's Society program. What that has enabled us to do is to have a look and feel for our direct mail pieces that is coordinated and well tailored. MillerWhite was able to handle all of the scheduling details, which allowed us to focus on our responsibility, which is raising money for the Foundation."

#### Results

O'Rourke said, "We're still currently in our cycle for the year, but so far this year we have seen an increase both in donors and dollars for the Annual Fund and the President's Society. The increase in alumni giving percentage is very important to ISU, not only because it increases the amount of funds that are provided for the institution, but it also helps us when we're seeking grants from foundations and corporations, because they are looking at the alumni giving percentage as an indication of the strength of the university. We're up, and we're really excited about that, and feel that it is directly related to our targeted approach with the direct mail campaign that we've had this year."