

# Class Giving Cycle Restructure

Developed by:  
Air Force Academy Foundation Class Giving  
Revised: ~~Mar 2019~~ Jan 2020

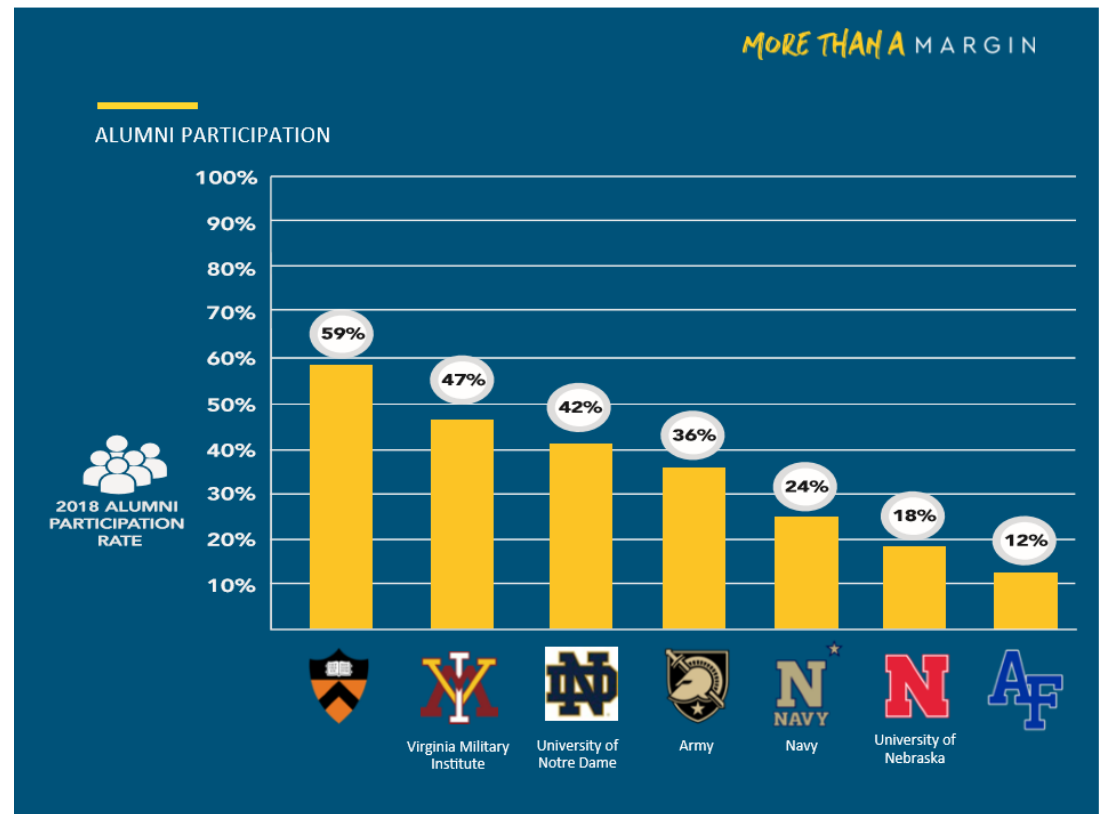
# Class Giving Purpose

- Vital role - supporting critical Academy priorities
- Develop sense of engagement among graduates
- Foster a philanthropic environment across graduate community
- Complement other AF Academy Foundation giving areas

# Class Giving Observations

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- Varied support across graduate Classes
- Varied success conducting / completing projects
- Low level of alumni participation
- High level of “donor fatigue”
- “Necessary” giving cycle



# Class Giving Initiatives

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## Initiatives

- Foster a “philanthropic culture” by parlaying Class affinity to Institutional affinity
- Set expectations for timelines and giving levels
- Maximize class “activation”
  - Maximize donor renewals
  - Maximize conversions of 1<sup>st</sup>-time donors to multi-year donors
  - Maximize class participation
- Minimize “donor fatigue”
- Develop / Implement **New Class Giving cycle** that recognizes the total support given by Classmates
- Provide World-class Stewardship

# New Class Giving Cycle

- First Gift program: Prior to graduation up to 3 years
  - Focus on graduating Class support for the Air Force Academy Fund
  - Maximize Class Activation / Leverage technology – FalconFunder
  - Encourage a 1-time / recurring gift in an amount representative of the Class
- Class Gift program: “5-” to “10-” year Reunion cycle
  - Class Reunion Gift Campaign
    - Leadership phase begins in the year prior to a “5-” year Reunion
    - Public phase launched at the “5-” year reunion
    - Presentation & Recognition of **Class Gift** takes place at the “10-” year Reunion
    - Unrestricted Giving opportunity follows 10-yr Reunion
    - Cycle repeats at a higher giving levels through 50<sup>th</sup> Reunion

(-1)	<b>5 yr</b>	(+1)	(+2)	(+3)	(+4)	<b>10 yr</b>	(-4)	(-3)	(-2)
<b>PLAN</b>	<b>CLASS REUNION GIFT CAMPAIGN</b>					<b>P &amp; R</b>	<b>UNRESTRICTED GIVING</b>		
<b>LDR</b>	<b>PUBLIC</b>				<b>\$ GOAL</b>				

- Suggested Giving Levels
  - 5 to 10 Year                      \$100K - \$250K
  - 15 to 20 Year                      \$250K - \$500K
  - 25 to 30 Year                      \$500K - \$1M
  - 35 to 40 Year                      \$750K - \$2M
  - 45 to 50 Year                      \$1M - \$2M
  - 50+                                      Focus on Planned Giving

## BRIEFING ACCEPTABILITY REPORT

DATE

MEAL ITEMS REFER TO <i>(Check one only)</i>		BREAKFAST	LUNCH	DINNER
SERVICE OF FOOD <i>(Check one)</i>		WAITER SERVICE <i>(Check one)</i>		PORTION SERVED <i>(Check one)</i>
<input checked="" type="checkbox"/> SLOW	<input type="checkbox"/> SLOPPY	<input checked="" type="checkbox"/> SMALL		
<input checked="" type="checkbox"/> AVERAGE	<input checked="" type="checkbox"/> AVERAGE	<input type="checkbox"/> AVERAGE		
<input type="checkbox"/> FAST	<input checked="" type="checkbox"/> NEAT	<input type="checkbox"/> OVERSIZE		
PERSONNEL ATTITUDE <i>(Check one)</i>		BEVERAGES <i>(Check one)</i>		MEAL CONSIDERED <i>(Check one)</i>
<input type="checkbox"/> SOUR <i>(Explain under Remarks)</i>	<input type="checkbox"/> UNSATISFACTORY <i>(Explain Remarks)</i>	<input type="checkbox"/> UNSATISFACTORY <i>(Explain Remarks)</i>		
<input checked="" type="checkbox"/> AVERAGE	<input checked="" type="checkbox"/> AVERAGE	<input checked="" type="checkbox"/> SATISFACTORY		
<input checked="" type="checkbox"/> FRIENDLY	<input type="checkbox"/> GOOD	<input type="checkbox"/> GOOD		

REMARKS *(Continue on reverse side)*

SUGGESTIONS *(Continue on reverse side)*

This checklist is for use by the Food Service Officer, and in no way will tend to reflect credit or injury to the Cadet completing the form.

SIGNATURE OF CADET

DUTY PHONE

ORGANIZATION



# ENDOWMENT

## Class Giving

POC: **Paul Ackerman**

Date: 3 Jan 2020

<u>Class</u>	<u>Project</u>	<u>Phase</u>	<u>Goal</u>	<u>Amount Raised</u>	<u>% of Goal</u>	<u>Change</u>
Class of 1967 (50th)	Multiproject: POW, Carillon Bells, CCLD, Legacy Program Fund, Cemetery Upgrade	Public	\$280,500	\$305,272	108.83%	\$3,914
Class of 1968 (50th)	Cyber Competition Team Endowment	Public	\$550,000	\$747,638	135.93%	\$2,297
Class of 1971 (40th)	CCLD - 2 Breakout Rooms/Air Warrior Combat Memorial	Public	\$1,300,000	\$1,155,037	88.85%	\$23,969
Class of 1972 (50th)	Air Gardens Restoration	Public	\$1,000,000	\$810,655	81.07%	\$7,711
Class of 1975 (40th)	Air Gardens & Contrails Endowment	Public	\$1,500,000	\$1,132,634	75.51%	\$42,935
Class of 1976 (40th)	Air Gardens & Wings of Blue Endowment	Public	\$1,200,000	\$1,210,535	100.88%	\$4,681
Class of 1978 (40th)	Center for Cyber Innovation	Public	\$3,000,000	\$1,614,031	53.80%	\$14,878
Class of 1979 (40th)	Center for Cyber Innovation & Spirit 03 Memorial	Public	\$2,400,000	\$944,205	39.34%	\$105,114

"+" \$1 - \$999

"++" \$1,000 - \$4,999

"+++" \$5,000 and up



# ENDOWMENT

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Class of 1981 (30th)	Endowment for International Programs	Public	\$1,000,000	\$344,271	34.43%	\$2,350
Class of 1982 (40th)	Center for Cyber Innovation	Leadership	\$1,000,082	\$170,873	17.09%	\$40,102
Class of 1983 (40th)	Center for Cyber Innovation & NCLS Lecture Series	Planning	\$1,700,000	\$19,830	1.17%	\$19,830
Class of 1984 (35th)	TBD (Recruiting Committee)	Planning	TBD	NA	0.00%	
Class of 1985 (30th)	Planetarium & STEM Center Renovation	Public	\$250,000	\$163,091	65.24%	\$13,035
Class of 1987 (30th)	Center for Cyber Innovation & Lecture Series Endowment	Leadership	\$870,000	\$496,947	57.12%	\$1,500
Class of 1988 (30th)	Profession of Arms Speaker Series Endowment	Leadership	\$880,000	\$165,917	18.85%	\$10,791
Class of 1989 (30th)	Exemplar Program Endowment	Public	\$300,000	\$147,310	49.10%	\$4,388
Class of 1993 (25th)	NCLS Panel Fund	Public	\$250,000	\$128,927	51.57%	\$12,700

"+" \$1 - \$999

"++" \$1,000 - \$4,999

"+++" \$5,000 and up

THE UNITED STATES AIR FORCE ACADEMY  
**ENDOWMENT**

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<u>Class</u>	<u>Project</u>	<u>Phase</u>	<u>Goal</u>	<u>Amount Raised</u>	<u>% of Goal</u>	<u>Change</u>
Class of 1994 (25th)	TBD (Recruiting Committee)	PLanning	TBD	NA	0.00%	
Class of 1997 (20th)	Planetarium & STEM Center Renovation	Leadership	\$150,000	\$51,277	34.18%	\$1,535
Class of 1998 (20th)	Planetarium & STEM Center Renovation	Leadership	\$150,000	\$33,957	22.64%	\$3,907
Class of 1999 (20th)	TBD (Recruiting Committee)	Planning	TBD	NA	0.00%	

"+" \$1 - \$999

"++" \$1,000 - \$4,999

"+++" \$5,000 and up

- Closeout Classes: '85, '97, '98
- Activate Classes: Jan – '74, '77, '80, '84, '94, '95, '04, '05, '10, '15;  
Jul – '86, '96, '06, 16
- Cultivate Classes: '70 SEA Map, '71 AWCM, '72 Air Garden, '78 Cyber Center  
'79 Cyber Center/Spirit 03, '82 Cyber Center, '83 Cyber Center/NCLS  
'87 Cyber Center/Lecture, '88 Profession of Arms, '89 Exemplar  
'93 NCLS Panel
- First Gift Program: '18, '19, '20