

## Topic: Fundraising

### The Project Needs a Vision

1. Create an inspiring vision for the COE and how this new facility would fit/enable the vision
2. Need an architectural plan of the facility or a model.
  - a. Need something to enable people to see the vision
  - b. Need to work up a “2-pager” on why this is important to the college/quality of education
3. Need statistics to back up the need for the facility.
  - a. It has to be more than a want- make it a need.
  - b. What will it do?
  - c. How do you know?
4. Need a top to bottom plan, not just a glossy. Story needs to be told what this money is needed for
5. Tough to fund “bricks and mortar” projects; people like WOW features and to have their name prominently displayed. What is the WOW of this project?

### The Project Needs a University Leader

1. Most universities have a VP to raise funds. Is NMSU behind this?
2. Should be led by a University employee; Council would work with that person
3. Dean’s Council has by-laws, but no legal standing
  - a. We can queue up people, but only an official university representative can ask for money – is this true or not?
4. Estimates are that this is a 2-3 year job

### Brainstorming Ideas

1. Foundations know how to change a future cash flow to cash today
2. Get a list of top donors who graduated from mechanical and chemical engineering. (This sum of money is too large to achieve it with small donors only.)
  - a. Get their input or document
  - b. Make them feel part of the effort
  - c. Get their buy-in
3. Find a few to donate half of the goal; Offer naming opportunities
  - a. Name the chemical engineering department after the biggest donor???
  - b. Name the mechanical engineering department after the biggest donor???
4. Have/Can NMSU create a “wall of donors” for larger donors.