



## Improving the World

Through Plant Science Innovation

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## NC State University Plant Sciences Building Case Study Big Funding Strategy

# Concept

- 1. To be a world-premiere plant sciences infrastructure**
- 2. To drive collaborative research and teaching**
- 3. To create a communication platform for innovation in plant sciences**



NC STATE THINK AND DO THE EXTRAORDINARY



**PLANT SCIENCES BUILDING**  
Centennial Campus

**FUNDED BY:** Connect NC Bond, Golden LEAF Foundation, and Private Gifts

**PROJECT SCOPE:**  
This facility will support transdisciplinary research and be the home of the NC Plant Sciences Initiative (PSI). The building will house laboratories, greenhouses, conference areas, support office space, and PSI administration.

**SQUARE FOOTAGE:** 184,800 GSF

**PROJECT BUDGET:** \$ 160,200,000

**CONSTRUCTION SCHEDULE:**

Construction begins	2019
Building complete	2021

**ADDITIONAL INFORMATION:**  
[go.ncsu.edu/plantsciences](http://go.ncsu.edu/plantsciences)

## Overall Numbers for the Building

- **Project length** – 2013 - 2022
- **Total Project Budget:** \$160.2 million
- **Gross Square Footage:** 184,000
- **Groundbreaking:** Fall 2019
- **Facility Opening:** Spring 2022
- **Construction Firm:** DPR Construction
- **Designer:** Flad Architects



## Checklist

**This is critical**

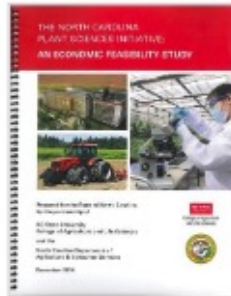
Your University and College will lead a successful initiative by **incorporating the following elements**



## Checklist

1. A strong **College reputation** for supporting and advancing Plant Sciences for the benefit of our people
2. A persuasive building **Case for Support**
3. **Committed** academic and university leaders who clearly articulate the building vision and timeline
4. **Dedicated volunteer** leadership on the building committee
5. Defined **donor recognition** opportunities
6. An adequate pool of **high capacity prospects** with a strong affinity for the building
7. A **first-rate advancement** operation
8. Adequate **budget**/resources
9. Optimism and commitment to succeed by all involved!

## Building a Case for Support –WHY?



2015 – PSI Economic Study



2015 – PSI Plan Assessment



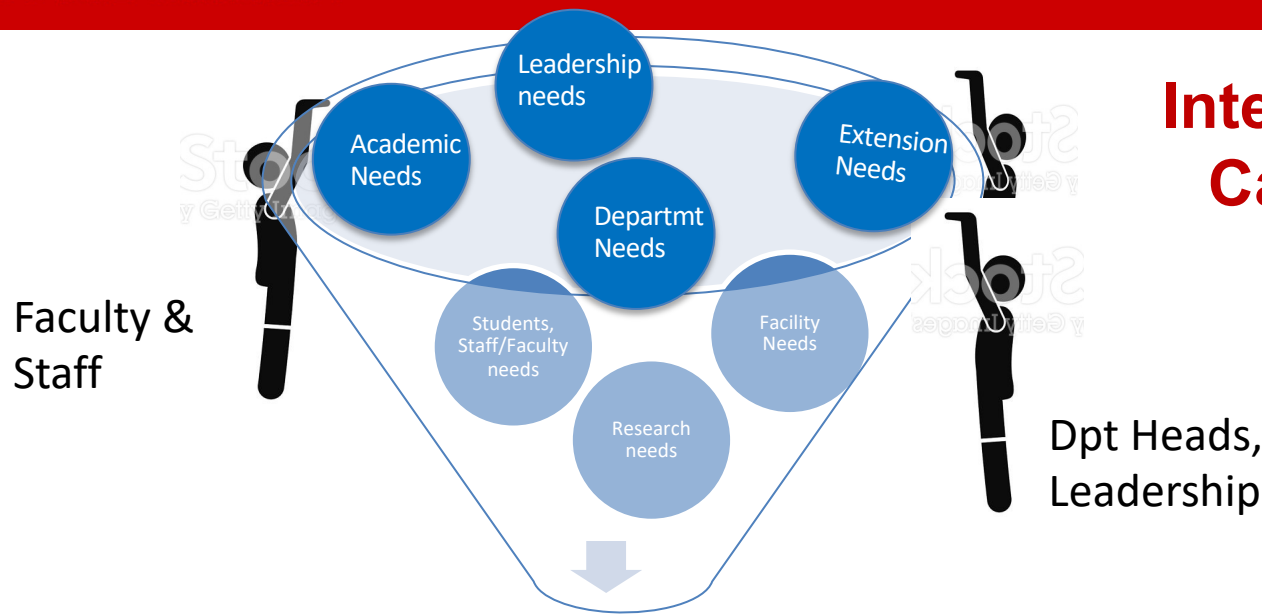
2016 – \$85 Million: NC Connect Bond

### Goal

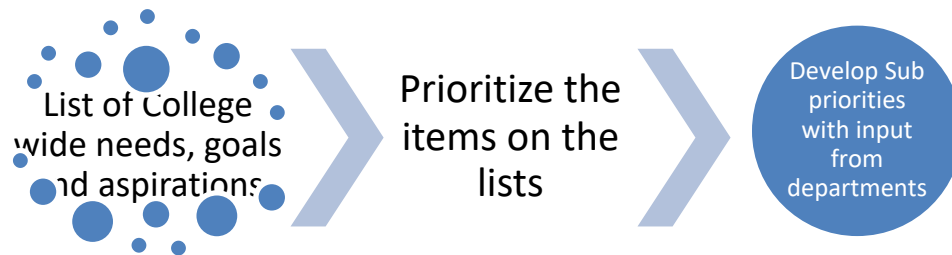
Establish the World's foremost plant sciences research & training center

### Guiding Principles

- **Interdisciplinary teams** solving global plant system challenges
- Business, academic, & government **partnerships** leveraging big ideas & resources
- World-class **facility** to unite teams, spark creative collisions



## Internally Building a Case for Support



## Committed academic and university leaders who clearly articulate the building vision



- Who will lead the initiative?
- Who will lead the building construction?
- What will the role of the Dean be?
- Think about an executive director and/or project manager



## **Dedicated** volunteer leadership on the building committee

What should the structure of your volunteer committee be?

Who is staffing the committee?

What types of individuals should be on your committee (staff, volunteer, donor, stakeholder)?





# Donor Recognition Opportunities

**Total Number of named spaces available:**  
50+

**Ranges:** \$25,000 - \$40 million

**Combined Amount of Available Naming:**  
about 100 million

**Overall Fundraising Objective:** Naming opportunities to fund construction, equipment and maintenance

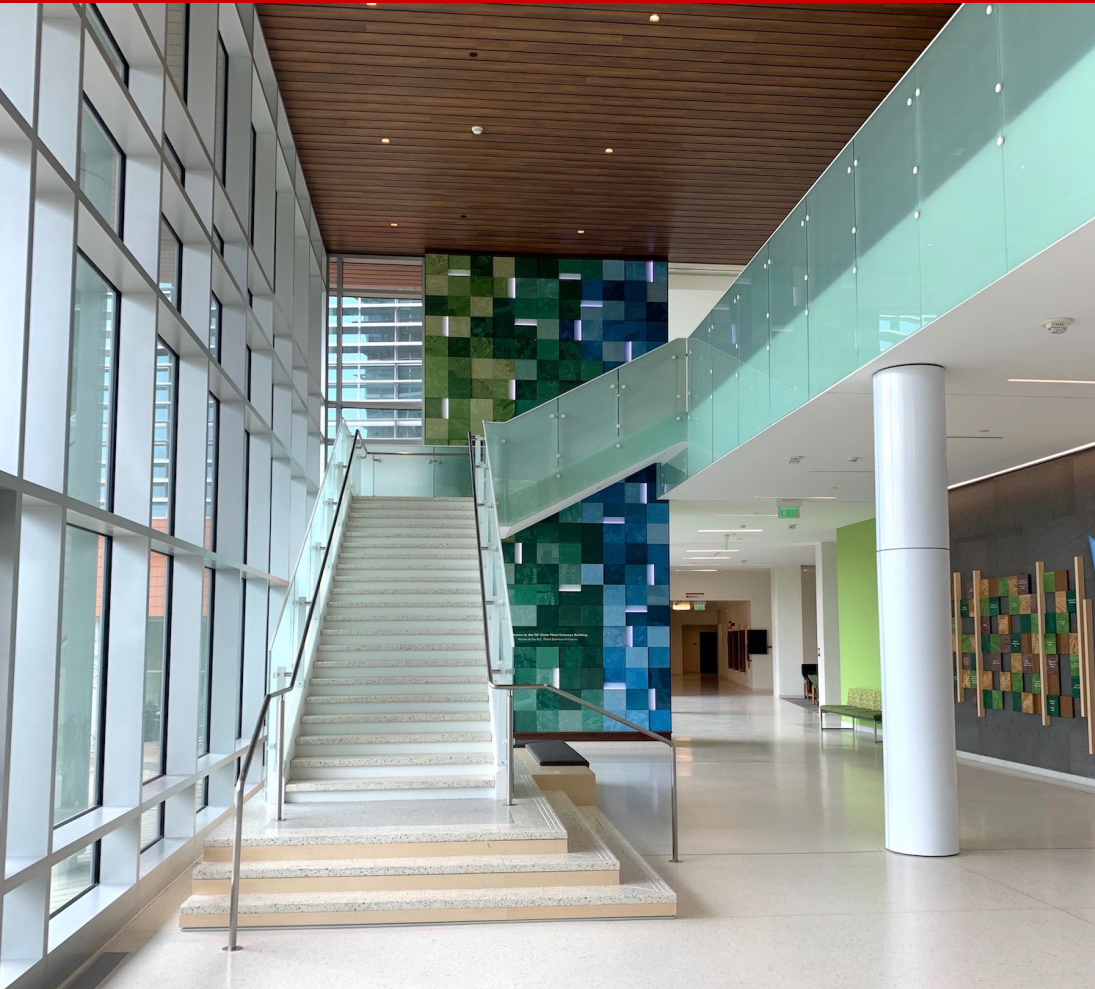
**Examples of spaces:** Greenhouses, labs, meeting rooms, lawn, test plots, seminar room, lobby, elevators, etc.

[Virtual Tour Demonstration](#)

## Beware - Challenging Donor Situations



- Does your university allow companies to name spaces?
- Does your Board of Trustees approve naming opportunities (check the process)?
- What donor plaques are you allowed to place in your building.
- Naming a space is different from naming a program in the space – The Sonia Murphy Digital Analytics Lab doesn't mean I named the digital analytics research program



# Donor Recognition Wall

Some of your donors will  
make gifts without  
naming a space.

You will want to  
recognize them  
somewhere

# Defined Pool of High Capacity Prospect



- Advancement will pull reports on giving and affinity to help define this list.
- Review and prioritize interactions with prospects



## Adequate Budget and Resources

- Make a budget for
  - Advancement activities
  - [Video Communications initiatives](#)
  - Events and group engagement activities
  - Needs on the academic side (salary, operational)



# Optimism in Communications is Critical

## Internal Communications

- Clearly understand the Why/What/When/How about the building.
- Enhance communication across colleges
- Name the transdisciplinary partnerships on campus so people can see themselves in the building

## External Communications

- Ramp up your outward facing message (wow factor)

# First Rate Advancement Team

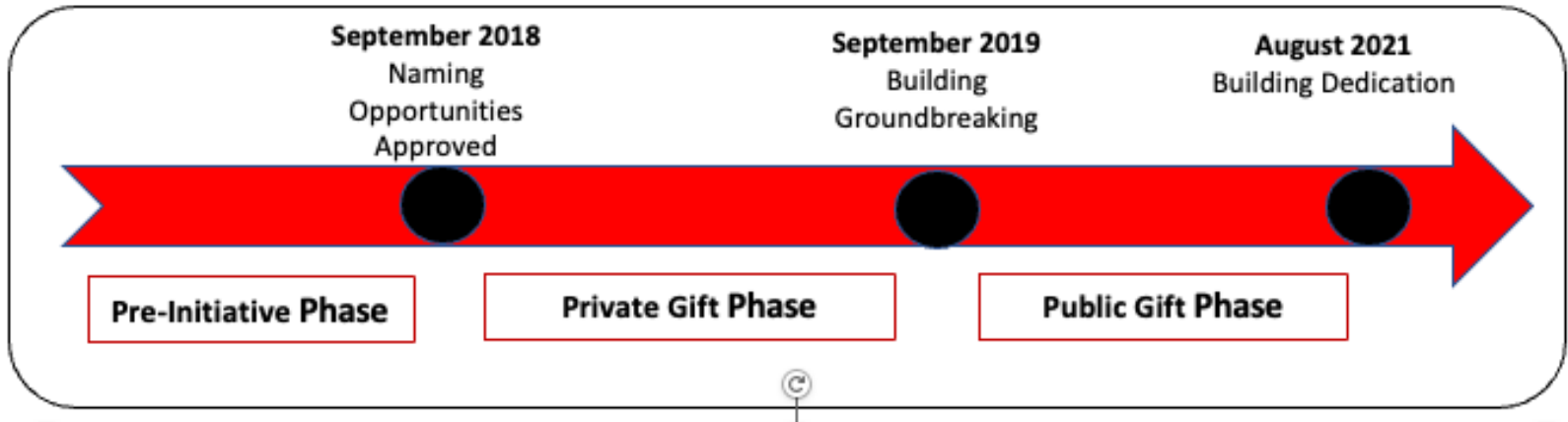
- What is the communications plan?
- What is the staffing plan?
- What is the timeline for fundraising and goals?



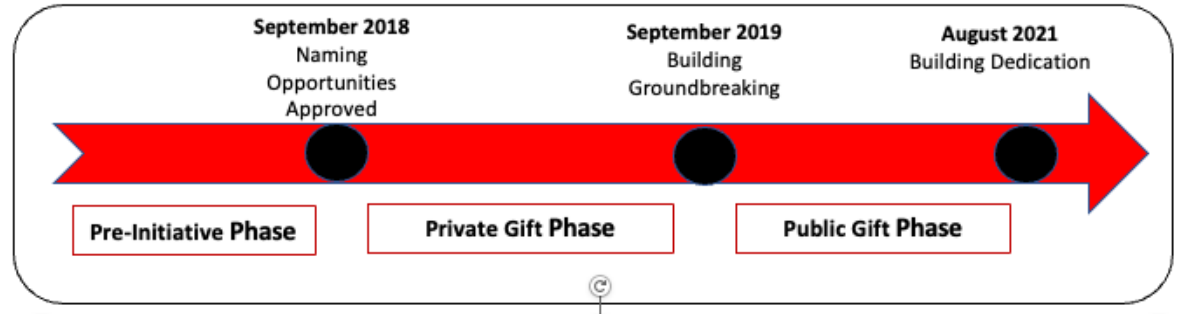




## Fundraising Plan Timeline



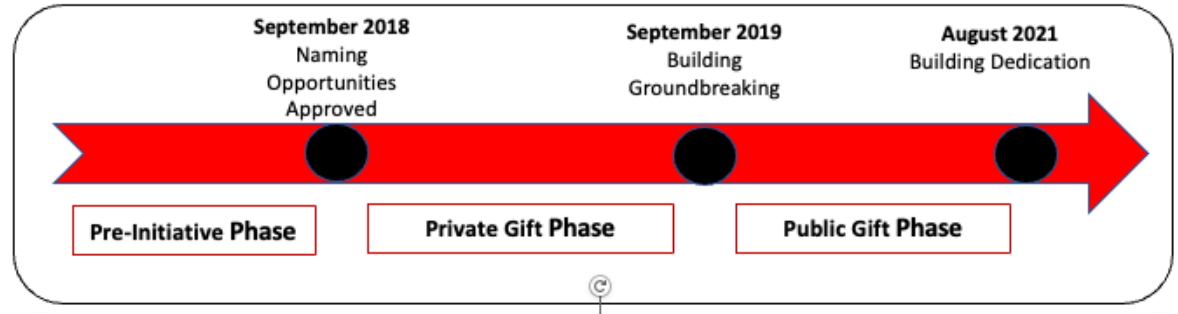
## Proposed Initiative Schedule



### Pre- Initiative Planning:

- ❖ Execute a feasibility study
- ❖ Begin to educate the College's constituents about ambitions and needs
- ❖ Develop building donor recognition opportunities
- ❖ Organize prospect identification and cultivation
- ❖ Complete detailed fundraising plan
- ❖ Draft a building case statement

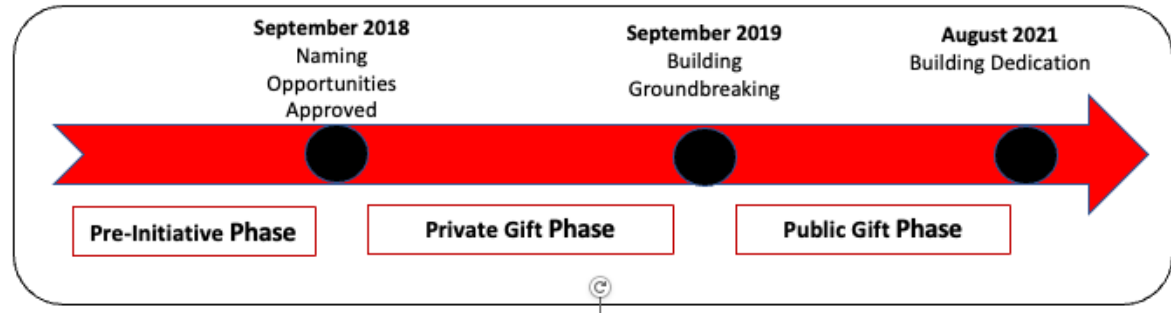
## Proposed Initiative Schedule



### Private Gift Phase:

- ❖ Test the building donor recognition naming opportunities , the draft case statement and fundraising
- ❖ Identify and recruit key leaders in the volunteer structure
- ❖ Solicit task force volunteers, prospects and selected others
- ❖ Extensively cultivate key prospects
- ❖ Increase advancement staff

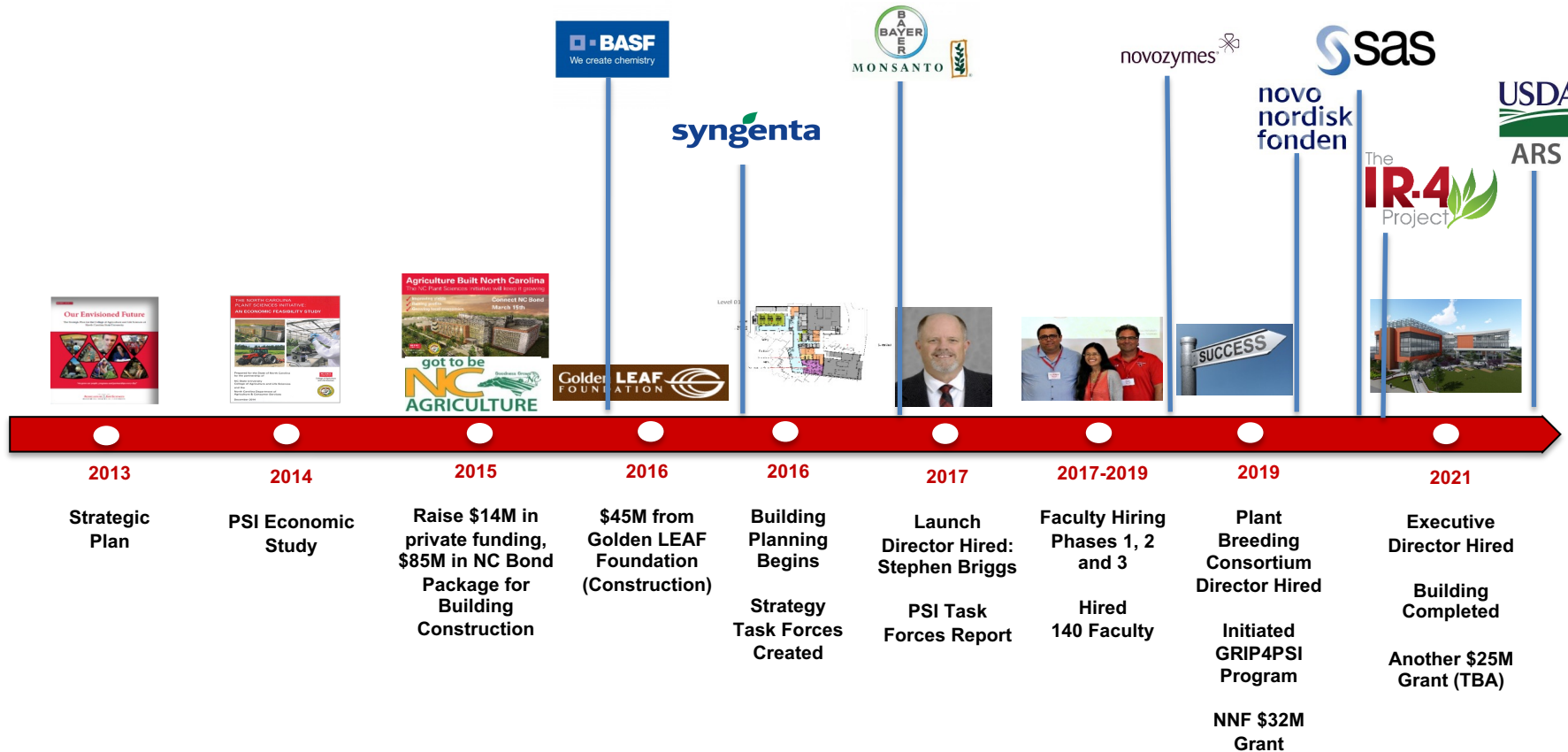
## Proposed Initiative Schedule



### Public Initiative Phase:

- ❖ Publicly announce leadership and major gifts
- ❖ Solicit major gift gift prospects
- ❖ Initiative effective communications to constituents
- ❖ Celebrate successful completion of the PSI building initiative
- ❖ Develop transition into programmatic fundraising initiative

# The NC PSI Journey



## The NC State University Plant Sciences Building – Results



- ❖ Fundraising goal was met to complete the \$160.2 Million total needed
- ❖ >100 number of donors
- ❖ > 40 number of naming opportunities
- ❖ List of prospects interested in funding program once building is done
- ❖ Successful public celebration with 1,500 attendees
- ❖ Additional naming gifts now support building operations

*“Find a group of people who challenge and inspire you,  
spend a lot of time with them, and it will change your life.”*

**Amy Poehler**

