

# Philanthropy @ MSU Libraries

Caitlyn Perry Dial, Ph.D.

# Agenda

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- Office Introduction
- Fundraising History
- Comprehensive Campaign Priorities
- Q & A



# Libraries Development Team

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- Focused on major gifts
- Broadening revenue streams
- Identifying new prospects
- Stewarding existing endowments
- Returning GIK decisions to Librarians

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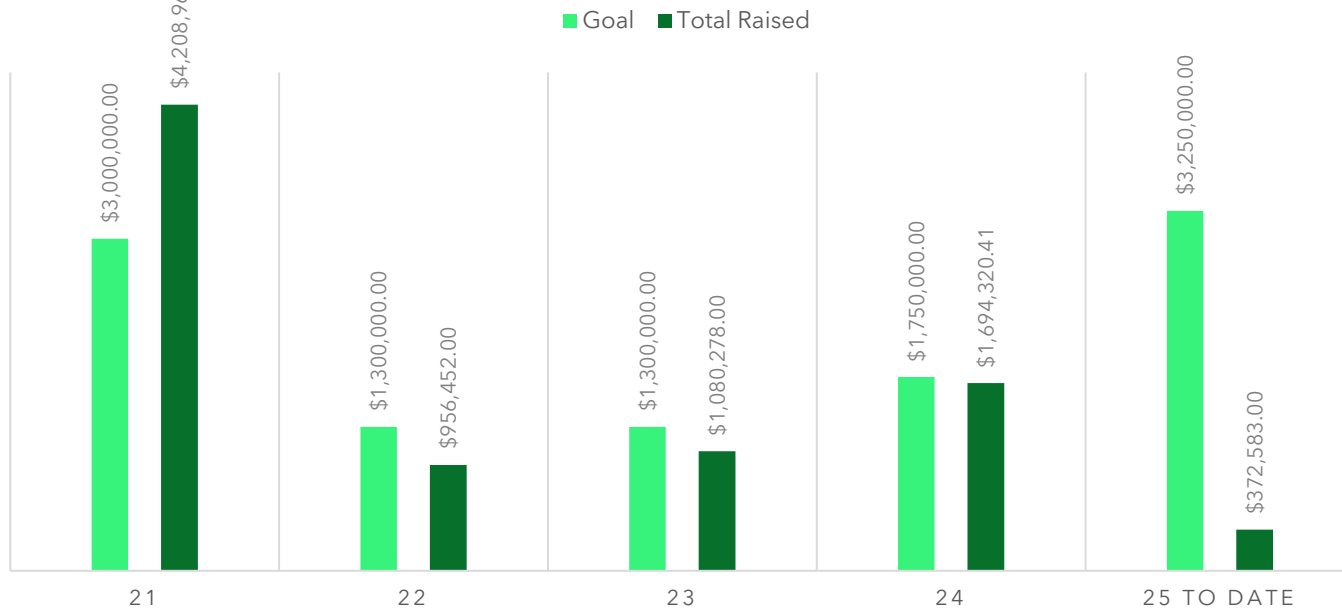


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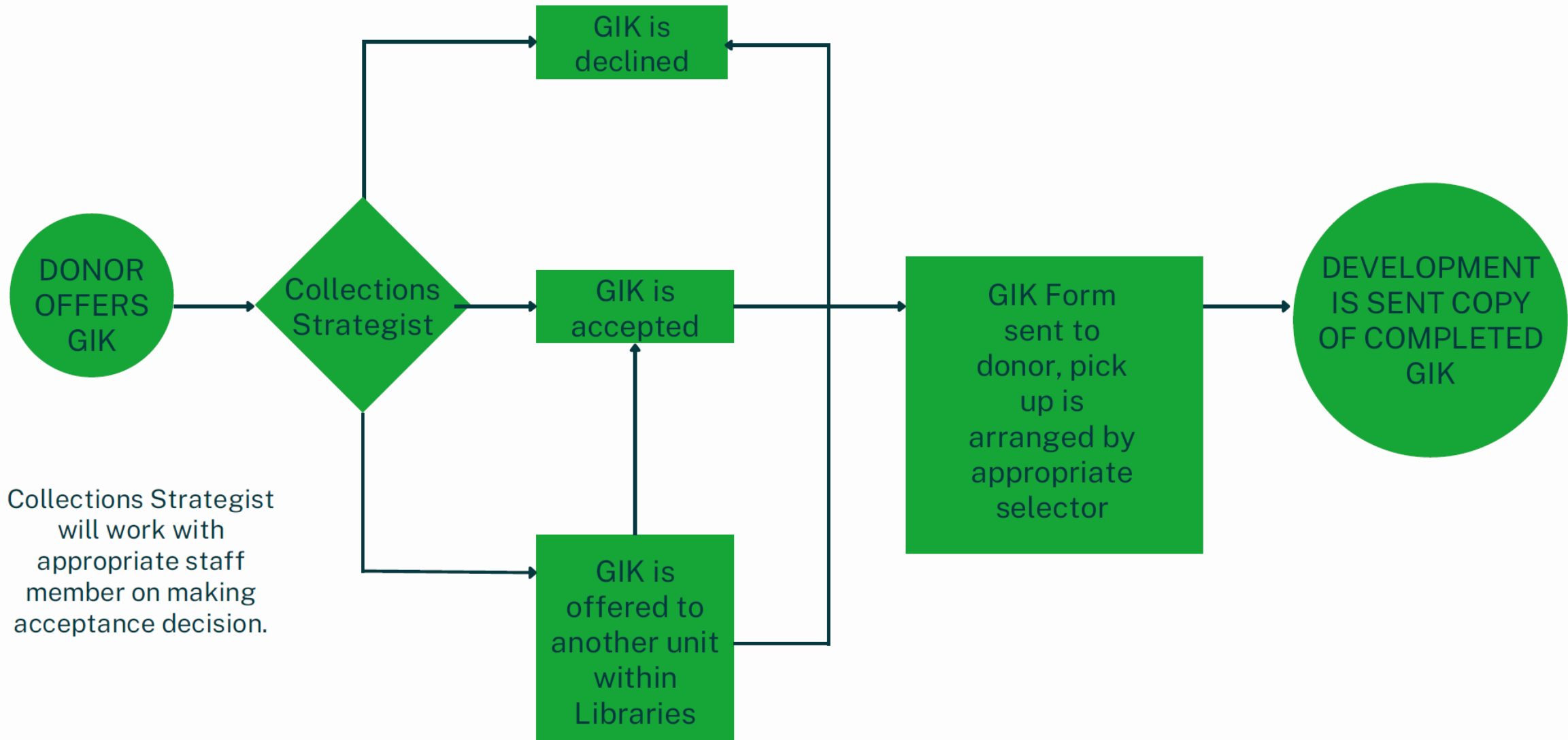
## 5 YEAR FUNDRAISING HISTORY



Changed GIK policy

Fiscal Year	Total Raised less GIK
2021	\$2,355,523.00
2022	\$883,352.00
2023	\$1,079,877.00
2024	\$1,609,179.00
2025 to date	\$362,469.00
Average	\$1,258,080.00
Avg less high/low	\$1,190,803.00

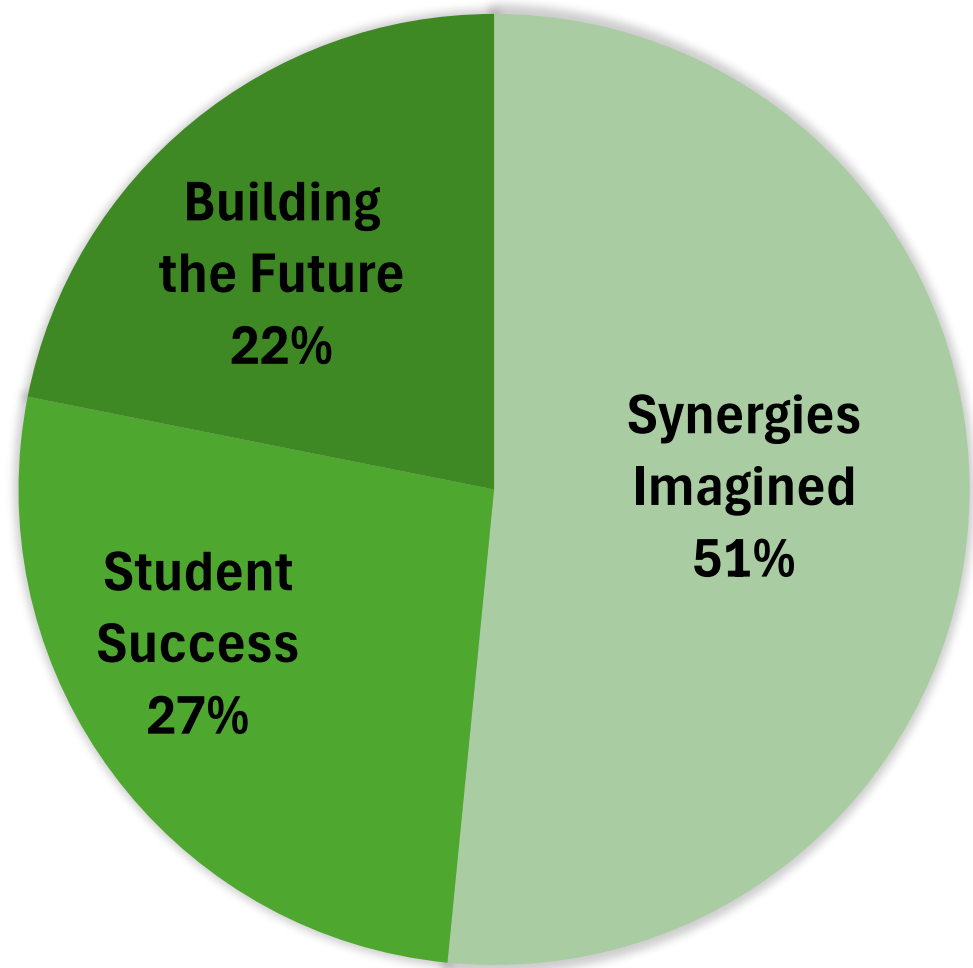
# Gift in Kind Process For Main Library Collections



Collections Strategist will work with appropriate staff member on making acceptance decision.

# Libraries

- **Campaign Goal:**
  - \$32,000,000
- **Raised to Date:**  
\$12,075,135



# LIBRARIES: GOAL PLANNING & Priorities



## **MSU Libraries North Plaza**

Renovating and activating the North side of the Libraries in collaboration with Cultural Arts



## **Student Success and Student Employment**

Growing our student programming and employment funds to support student success



## **Endowed Faculty Librarian Positions**

Recruiting and retaining world-class faculty librarians, which is crucial to student success and faculty research



## **University Discovery, Creativity, and Innovation for Excellence**

Supporting the academic heart of campus through collections, data management, and open access



## **MSU Libraries Atrium/Naming the Library**

Solving the age-old problem of navigating two buildings never originally meant to connect, while growing programmatic space







INFORMATION DESK

