

NDSU | FOUNDATION

2025-2027
STRATEGIC
PLAN

FOR
THE
HERD.



PURPOSE

Building enduring relationships that maximize advocacy and philanthropy to support North Dakota State University.

1

STRATEGIC PLAN PRIORITIES

CONNECT

Since 1890, North Dakota State University has served the citizens of the state, region, and world – and left its mark. Through its land-grant mission, more than 120,000 alumni have received degrees and pursued their own personal journeys to make a difference. Much has changed. What has endured is education, discovery, and sharing of knowledge to what matters in all aspects of life.

As the University's external engagement and philanthropic partner, the NDSU Foundation serves to connect, to give, and to make an impact to the people of NDSU, past, present, and future. Our purpose is to build enduring relationships that maximize advocacy and philanthropy to support North Dakota State University.

We are ... For the Herd.

The Foundation's impact on NDSU has grown dramatically within the past decade. More than \$725 million has been raised. Our endowment has grown in value from \$134 million in 2015 to nearly \$500 million as of September 2024, directly supporting student scholarships, faculty teaching and research, athletics, and other programs. Support to campus (the dollars expended according to donor intent) has increased from \$5.2 million annually (excluding facilities) in 2015 to ~\$23 million in 2024.

Philanthropy has transformed NDSU's landscape with investments in Aldevron Tower, Bolley Agricultural Laboratory, Music Education Building, Nodak Insurance Company Football Performance Complex, Peltier Complex, Richard Offerdahl '65 Engineering Complex, and Sanford Health Athletic Complex.

Now, we look forward to and set sights on the next three years, 2025 to 2027, with focus on accelerating growth in all areas to deliver maximum impact to NDSU. Through our strategic plan priorities of Connect, Give, Impact, and Serve, we will achieve our purpose.

We connect alumni, industry, and friends to the University and its students, faculty, and programs.

We receive gifts given to advance goals and inspire passion for making a difference.

We ensure impact through these gifts to create a brighter tomorrow for NDSU.

We serve NDSU's people and programs through partnerships with benefactors, volunteers, and the community to shape our purpose in achieving excellence.

The drivers of our plan, the staff and Trustees who implement strategy every day, will focus on using creativity, critical thinking, and agility to make decisions that will help us grow our impact. Every person on this journey plays a critical role in our collective success.

The Foundation takes seriously its partnership with NDSU. We are a catalyst for connection, giving, and impact so the University is empowered to honor its founding purpose, deliver on its mission, and flourish.

For the Herd,



John R. Glover
President/CEO
NDSU Foundation



2

GIVE

3

IMPACT

4

SERVE



THE E N O

Cultivating an authentic Bison family, seeds will be planted for strengthened relationships between NDSU and stakeholders, building connection, advocacy, passion, storytelling, and support.

CONNECT Goals:

1. Broaden engagement amongst alumni, students, friends, industry, and NDSU.
2. Connect current and future donors to NDSU causes they are passionate about.
3. Influence and inform a guiding coalition of supporters regarding local, state, and national affairs that matter to NDSU's future.
4. Develop a consistent, cohesive, and creative communications environment to strengthen the Foundation brand.



By aligning donor passions and intent with NDSU's compelling priorities for impact, the Foundation will secure more than \$200 million in fundraising production over three years, transforming the University's future through philanthropy.

GIVE Goals:

1. Maximize growth and support in alignment with University needs and donor interests, prioritizing scholarship support for student recruitment and retention.
2. Engage with campus leadership and philanthropic partners to think big about NDSU's future, co-creating initiatives that solve problems for the state and world.
3. Expand industry relations strategies to deliver connections, support, and investment in meeting the state's workforce needs.
4. Initiate planning process for the next comprehensive fundraising campaign to support priorities identified by University leadership.



IMPACT

Through prudent financial services, stewardship excellence, and efficient management of donor-funded resources, the NDSU Foundation will provide more than \$121 million in gift support to the University over three years.

IMPACT Goals:

1. Increase support to campus in areas of scholarships, faculty, programs, and facilities.
2. Grow endowment and increase spending through acquisition of new fundraising capital and prudent investment strategy.
3. Provide excellent stewardship of donor gifts, showcasing impact and making a difference in people and programs.
4. Invest in the Foundation's people, programs, technology, and infrastructure to support and accelerate business strategies.



SERVE

Be a destination nonprofit organization, bringing together talented volunteers and employees who are passionate and driven to advance the NDSU Foundation's purpose.

SERVE Goals:

1. Deliver best-in-class workforce outcomes within recruitment, onboarding, and retention initiatives to develop a diverse, inclusive, high-performing, and mission-driven team.
2. Evolve where and how we work to meet the needs of an increasingly flexible workforce.
3. Engage volunteers as Trustees to strengthen and advance Foundation best practices in governance and advocacy for NDSU, creating the pinnacle volunteer experience that an alumnus will seek.

2025-2027

**STRATEGIC PLAN GOALS
KEY PERFORMANCE INDICATORS**

SUPPORT TO CAMPUS:

Scholarships | \$53M

Faculty | \$18M

Programs | \$12M

Facilities | \$38M

Total Support to Campus | \$121M

FUNDRAISING | \$200M

FULL-TIME EMPLOYEES (FTEs) | 72

ANNUAL BUDGET | \$13M

ENDOWMENT | \$625M

NDSU | FOUNDATION

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