

THE TWO MOST IMPORTANT WORDS IN FUNDRAISING



As you can clearly see, *Campaign Iowa State: With Pride and Purpose* is an important initiative for the future of the College of Business. This campaign will create new research and educational opportunities, transform existing ones, and provide a reliable and flexible source of funding for years to come.

We have some ambitious campaign goals to achieve, and we have much work to do in the next four years to meet them. And while it is critical we think ahead to what the future holds, we should also pause for a moment and pay tribute to those who have brought us this far. So although our journey is far from complete, I want to stop and say something very important.

THANK YOU.

Thank you to our alumni, friends, and volunteers, who give of your time, talents, and resources to keep building upon the success we've achieved in this college. Thank you to our students and parents, who trust us to provide an education that will alter the futures of thousands of young people, and who are our greatest ambassadors to future Iowa Staters in their own families and communities.

Thank you to our faculty and staff, who work tirelessly to make the student experience in the College of Business the best it can be.

Thank you to our corporate partners, who hire our students, support our programs, and seek out our faculty for expertise.

Thank you to our campaign committee, profiled on page five. This

important volunteer committee has committed its guidance, enthusiasm, and passion to the College of Business. They have all made leadership gifts to support the campaign.

And thank you to all of our donors, especially those who made a gift in our most recent fundraising year (see pages 31-35). The College of Business experienced an incredible 2006-2007: thanks to the support of 1,695 donors, we raised nearly \$12.5 million, easily surpassing our goal of \$6 million for the year.

This success is especially impressive considering the challenges our college faces when it comes to raising money. The college's young age—less than 25 years old, with business programs at Iowa State having been

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around for a shorter time than many of its peers—means that our alumni base is also young, with an average age of only 46 years old.

So considering those things, the \$42 million campaign goal that the College of Business has set is cer-



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tainly a stretch goal. Yet at the same time, it is one we feel confident we can achieve. And we are on track so far, having raised over \$26 million.

Campaign Iowa State: With Pride and Purpose provides an opportunity for everyone to become involved. Regardless of your affiliation to the College of Business or your age, you can make an impact on the future of this college. More importantly, every gift—every gift—matters.

The College of Business is poised to build on our momentum and provide enhanced opportunities for our students and faculty. I hope that you will help us elevate the college to the highest levels of success. ■

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