



Dear Friends,

Greetings from the Northeastern State University Foundation. As the Executive Director of this incredible non-profit organization, it is my pleasure to bring you this report of the activities that took place in 2007. Our efforts continue to make a positive impact on the faculty, staff and students of Northeastern State University and I am proud of the tremendous support that has been given to this wonderful university. Through the many different opportunities to give back, the NSU Foundation is proud to announce gifts in 2007 eclipsed \$1 million. Thank you to everyone that contributed.

Our success can be attributed to so many programs and people, but our annual fund and alumni efforts continue to drive our success. In just three years we have been able to almost double the number of donors to NSU. Each fall we mail letters and pledge cards to all of our graduates and friends in the hope that everyone makes a gift. We also follow up with phone calls made by NSU students in the hope of securing a pledge and updating alumni information. That process has increased the number of contributors and we encourage everyone to give even if it's the amount of their class year. Every bit helps and those contributions add up! Included in our annual fund efforts was a campaign for our faculty and staff to support their university. They responded, raising the percentage of donors significantly and pledging nearly \$400,000 toward our Centennial campaign goal.

Our alumni efforts are bearing fruit as well. Just a few years ago, the number of records in our alumni database totaled less than 30,000. By the end of 2008, we will be able to boast an alumni database of over 65,000 records. With a new database system in place we will now have the task of reestablishing relationships with all of these loyal and proud Northeastern graduates. Through our Project Reconnect program, you can help us build these relationships with so many alumni and friends.

We have been building a better database for alumni and building a better structure for fundraising, all with the focus toward a campaign for the Centennial Celebration of Northeastern State University. That time is now upon us. In August 2008, we will kick off our 17 month celebration of Northeastern, and we want everyone to be involved as we embrace, enhance and envision a better NSU. This is an exciting time to be a part of the university and we encourage you to make a gift, come to many events and share in the NSU experience as we look ahead to the next 100 years.

Thank you for being a part of this great university. I look forward to seeing you during our Centennial.

Best Wishes,

John Gyllin
Director of Development and
Executive Director of the NSU Foundation