Dear [INSERT NAME],

NACRO is a network of nearly 500 university-industry corporate relations professionals. Each year, we provide professional development opportunities, thought leadership, and best practices for those working in this field. It is in this capacity that the NACRO has developed and is again executing its national Financial Metrics Survey to capture and report investments from industry made in higher education institutions. We are writing to ask for [INSERT UNIVERSITY NAME]’s participation in this year’s survey.

NACRO’s Financial Metrics Survey is designed to capture the numerous ways in which industry supports higher education, be it for research, philanthropic support of educational programs, investments in executive education, or other activities. Unlike other instruments that record these components on behalf of just one area of the institution (i.e., the HERD report for research, or the VSE for advancement), this tool captures and categorizes all funding received from industry, providing a comprehensive “all-in” understanding of industry impact. As the survey grows in broad organizational participation and longevity, this data will be an invaluable tool for peer comparisons and detection of best practices in the university-industry interface.

To that end, we are asking for your institution’s support in completing NACRO’s Financial Metrics Survey. Included with this letter is a document with additional information on the survey, methodology, and other resources that can help with completion of the survey, as well as an Excel spreadsheet to serve as a data collection tool. Final data is to be submitted via [Qualtrics](https://survey.iad1.qualtrics.com/jfe/form/SV_bkj4aFyVyYpEMqW). (These resources will also be made available on NACRO’s new website, found [here](https://nacrocon.org/financial-metrics-survey), when it goes live in the very near future.) The results of the Financial Metrics Survey will be available to all NACRO members and participating institutions.

Surveys are due by January 14, 2022, and we hope we can count on [INSERT UNIVERSITY NAME] to participate. Institutions that submit survey results will be eligible for a raffle with prizes, including free NACRO memberships for 2022–23.

Sincerely,

Barry Dickerson and Charley Hasemann

NACRO Co-Presidents 2021–22