

Strategic Vision – Advancement and Philanthropy

End Result:	Actions to Achieve End Result	Unit(s) Responsible	Budget Impact	Start Date	End Date	Comments
<p>A. An integrated philanthropy plan is implemented that is budget based, donor centric and supports the quest for excellence</p> <p>Objective 1: To create communities of engaged donors and alumni Status:</p>	<p><u>Action 1A: Improve alumni engagement</u> <u>Target #1:</u> Initiate outreach campaigns with students and parents before graduation Measure #1: Status #1: <u>Target #2:</u> Increase alumni giving by 3-5% annually Measure #2: Alumni giving increases Status #2: <u>Target #3:</u> Recruit alumni to serve on university committees, as appropriate Measure #3: Documented participation by alumni on committees Status #3:</p>					
<p>Objective 2: Form sustainable and secure philanthropic models that support growth Status:</p>	<p><u>Action 2A: Increase private giving by 5% annually</u> <u>Target #1:</u> Establish baselines in order to chart fund-raising progress; Measure #1: Baselines established for fund-raising Status #1:</p>					

Add partnership report - either here or Comm. Engagement

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	<p>Target #2: Maintain comprehensive donor database</p> <p>Measure #1: Donor database populated with information that is based on solid research;</p> <p>Status #1: Measure #2: Donor philanthropic goals matched with university needs</p> <p>Status #2:</p> <p>Target #3: Communicate with donors on a consistent basis</p> <p>Measure #1: All donor contributions acknowledged in accordance with national (CASE) standards;</p> <p>Status #1: Measure #2: Information communicated to donors using e-newsletters and a university magazine</p> <p>Status #2:</p>					
<p>B. University relations activities focus on potential donor opportunities</p> <p>Objective 1: To involve alumni in the philanthropic enterprise</p> <p>Status:</p>	<p><u>Action 1B: Target alumni for a philanthropy awareness campaign</u></p> <p>Target #1: Include alumni focus in "Aurora" Measure #1: Alumni achievements recognized in "Aurora" features</p> <p>Status #1:</p>					

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	<p><u>Target #2:</u> Determine best-practice communication methods for engaging students, supporters and alumni in the philanthropy process</p> <p>Measure #1: Status #1</p>					