University Advancement Committee  
Tuesday, September 27, 2022  
12:00 pm  
Chancellor’s Boardroom, Mossman Building  

Discussion Item  

UAC – 3 University Advancement and Campaign Update  
3.1 – University Advancement Strategic Plan  

Background Information  

Vice Chancellor Beth Fischer will give an update on University Advancement and the *Light the Way* Campaign. Ms. Fischer will discuss the *Light the Way* Campaign FY23 strategy, the Foundation Board, and the FY23 - FY25 UA Strategic Plan.  

Beth Fischer  
Vice Chancellor, University Advancement
GUIDING PRINCIPLES

As a donor-centric team that is essential to achieving the University’s strategic priorities, we will:

• Embrace and embed diversity, equity and inclusion in everything we do
• Increase the customization and personalization of our relationships, communication and giving opportunities
• Build the Division’s sustainability and continuity through clear processes and procedures
• Encourage and empower team members to break down silos through collaboration

GOAL PILLARS

• Exceeding the comprehensive campaign goal
• Increasing engagement with our external stakeholders
• Investing in the engagement, development and retention of the staff team

GOALS AND STRATEGIES

• GOAL 1: Exceeding the comprehensive campaign goal
  o Strategies:
    ▪ Expand pipeline of leadership and major donors for future campaigns
    ▪ Strengthen and expand annual giving platforms and methods
    ▪ Maximize donor retention through customized and strategic donor stewardship
    ▪ Increase use of volunteers in campaign visibility, gift solicitation and stewardship
    ▪ Celebrate milestone successes through strategic communication

• GOAL 2: Increasing engagement with our external stakeholders
  o Strategies:
    ▪ Activate faculty, staff and students to build a campus culture of philanthropy
- Design donor recognition methods that apply systematic approaches to donor cultivation and communication
- Expand depth and breadth of volunteer engagement with boards, committees and unique opportunities
- Improve data acquisition and management for donors, alumni and volunteers

**GOAL 3: Investing in the engagement, development and retention of the staff team**

- Strategies:
  - Expand opportunities for internal promotion, professional growth and cross-training
  - Increase staff utilization of new and existing professional development opportunities
  - Create an internal fellowship program with annual cohorts
  - Create shared language, understanding and comfort with DEI principles
  - Write and launch a multi-year action plan based on DEI staff surveys and focus groups