

Development

Accomplishments and Productivity

Priorities for FY'10

Accomplishments & Productivity

- Focused Quad Cities fundraising efforts on:
 - Capital needs
 - Program needs
- Comprehensive campaign efforts will include:
 - Faculty support
 - Endowed professorships

(Goal 1, Action 2, 4c)

Accomplishments and Productivity

- Received grants from Doris & Victor Day Foundation for:
 - Scholarships
 - Assistance for student teachers

(Goal 3, 3, a and b)

Accomplishments and Productivity

- Director of Development served on the strategic planning committee for the Alumni Association.
- Strategic Plan adopted in February 2009.

(Goal 5, 2 a)

Accomplishments and Productivity

- **Fundraising results:**
- **Scholarships:**
 - Doris & Victor Day Foundation \$20,000 for scholarship assistance
 - Doris & Victor Day Foundation, \$5,000 for assistance for student teachers

Accomplishments and Productivity (cont'd)

- Information and technologies:
 - US Bancorp Foundation (Professional Writing Center)--\$50,000
 - Scott County Regional Authority (Distance Learning Classroom)--\$25,000
 - Riverboat Development Authority (Distance Learning Classroom)--\$26,000

Accomplishments and Productivity (cont'd)

- Capital improvements:
 - John Deere Foundation (Lease space and equipment for engineering) --\$500,000
 - The Moline Foundation (Lease space and equipment for engineering) --\$500,000
- Academic mission of WIU-QC:
 - Missman Stanley Associates--\$10,000

Accomplishments and Productivity (cont'd)

- TOTAL FUNDRAISING TO DATE:
\$1,096,000.

(Goal 5, 2b)

Accomplishments and Productivity

- Increase the percentage of alumni giving by:
 - Annual mail appeal
 - Calls by student call center
 - Alumni volunteers on WIU-QC committees, e.g, Quad Cities Leadership
 - WIU Day at River Bandits
 - Alumni volunteers at events, e.g., John Deere Classic, East Moline Independence Day Parade.
 - Alumni guest lecturers at classes, with student organizations

(Goal 5, 2c)

Priorities for FY'10

- **PRIORITY: BUILD A CULTURE OF PHILANTHROPY FOR THE WIU-QC CAMPUS BY:**
 - Fundraising efforts with alumni, individuals, businesses and foundations
 - Responsiveness to faculty and staff requests for fundraising assistance
 - Participation in community organizations
 - Attendance at community events
- (GOAL 5, Action 2)

Priorities for FY'10

- Completion: Mid-term
- Measures of success:
 - Results of fundraising appeals, measured in:
 - Total amount raised
 - Average gift size
 - Percentage of participation
 - Cost to raise \$1
 - Return on investment

Priorities for FY'10

- Measures of success:
 - Numbers of organizations in which faculty, staff, and students participate
 - Numbers of events attended.

Priorities for FY'10

- **PRIORITY: SUSTAIN COMPREHENSIVE CAMPAIGN EFFORTS THROUGH:**
 - Identification cultivation, and solicitation of major gift prospects
 - Recruitment, orientation, training, and engagement of a campaign leadership team equipped to solicit major gifts

Priorities FY'10

- Recruitment of campaign volunteers to assist with gift solicitations below the major gifts level.
- Follow professional standards for donor stewardship practices

(GOAL 5, Action 2)

COMPLETION: Short-term

Priorities FY'10

- Measures of Success:
 - Number of major gift prospects in the cultivation and solicitation phase by 6/30/10.
 - Amount of funds received
 - Recruitment, orientation, and training of a campaign volunteer leadership team by 6/30/10.
 - Compliance with Generally Accepted Accounting Principles
 - Compliance with the Association of Fundraising Principles Code of Ethics

Priorities FY'10

- Compliance with State of Illinois and WIU Foundation standards for gift acceptance and gift accounting.

Priorities FY'10

- **PRIORITY– BUILD ANNUAL GIVING CAPACITY THROUGH:**
 - More frequent mailing
 - Targeted fundraising appeals
 - Grant writing
 - Use of e-philanthropy

(GOAL 5, Action 2)

Measures (cont'd)

Completion: Mid-term

Measures of Success:

- Number of grants submitted
- Grant funding received
- Availability of e-philanthropy vehicles
- Results of e-philanthropy efforts

Priorities FY'10

- **PRIORITY**--Emphasis on increased alumni involvement
 - Shared staff with Student Services
 - (GOAL 5, Action 2)
 - Completion: Mid-term
 - Measures of success:
 - Numbers of alumni who participate in social events.

Measures (cont'd)

- Number of alumni who participate in Quad Cities campus events.
- Numbers of alumni who serve as community representatives of WIU-QC.