

CALIFORNIA STATE UNIVERSITY, FRESNO

1911-2011



STEPPING INTO OUR NEXT CENTURY

Advancement Division Action Plans

FY 2010-11 and FY 2011-12

Madden Library



CALIFORNIA STATE UNIVERSITY, FRESNO
University Development FY 2010-11 / 2011-12 Action Plan Details

Department: Madden Library
Date: September 2010

Priority/Product	Criteria for Success	Tactics	Special Considerations
Naming opportunity for the Arne Nixon Center Reading Room	<ul style="list-style-type: none"> • \$500,000 to \$1.5M • Naming gift or other major gift 	<ul style="list-style-type: none"> • Prospect is identified and cultivation underway. 	
Music & Media Department initiatives	<ul style="list-style-type: none"> • \$50,000 for opera seminar room. • \$100,000 for opera studies endowment. • \$500,000 naming gift for Music & Media 	<ul style="list-style-type: none"> • Prospect for lead gift identified. • Need additional prospects. 	
Central Valley Political Archive and WAVE (Water Archives of the Valley) Oral History Program	<ul style="list-style-type: none"> • \$500,000 for Central Valley Political Archives. • \$500,000 for WAVE Oral History Program. 	<ul style="list-style-type: none"> • WAVE project brings in new interview subjects and potential donors. • A known prospect and advocate is being cultivated. • Loss of archivist is a problem. 	<ul style="list-style-type: none"> • New advisors have link to a major foundation. • This project will continue over a multi-year period, as more interview subjects are added.
Gifts in Kind	<ul style="list-style-type: none"> • \$50,000 per year. • Arne Nixon Center and Special Collections will continue to solicit and encourage gifts in kind. 	<ul style="list-style-type: none"> • Major donations are directed toward the Arne Nixon Center, in particular. New gifts are anticipated for the World's Fairs Collection. 	<ul style="list-style-type: none"> • Not all gifts in excess of \$5,000 have independent appraisals. Some are booked as soft credit only. • Our volunteer gift librarian handles lesser gifts in kind.
Multi-Media Lab	<ul style="list-style-type: none"> • \$500,000 gift 	<ul style="list-style-type: none"> • Use rejuvenated Leadership Board to identify tech savvy prospects • Ditto with Campaign Committee 	<ul style="list-style-type: none"> • Exact amount needed for this project has not yet been determined. <p style="text-align: right;">(continued)</p>

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ANCA annual giving and event revenue	<ul style="list-style-type: none"> • \$35,000 per year. • The 9th & 10th Annual Secret Garden Parties will take place in 2011 and 2012. 	<ul style="list-style-type: none"> • Donors will be identified who have links to the party themes. • Politi Garden offers new major gift opportunity. 	<ul style="list-style-type: none"> • Board Chair helps with fundraising and board members sponsor. • New major gift prospect in LA area tied to Politi family.
Annual Solicitations and Phonathon	<ul style="list-style-type: none"> • \$30,000 per year 	<ul style="list-style-type: none"> • End of year solicitation late fall 2010 & 2011. • Phonathon brings in annual funds. • Follow up with spring mail solicitations. 	<ul style="list-style-type: none"> • The Office of Annual Giving runs the Phonathon. • New prospective donors must be solicited for the Library.
Identifying, qualifying, cultivating and soliciting additional prospects	<ul style="list-style-type: none"> • 100-150 substantive prospect contacts per year. • Identify and qualify fifteen new prospects. 	<ul style="list-style-type: none"> • Reiterate need for prospects to all board members, library employees and current donors. • Increase out of area travel. • Schedule proactively with Dean. 	<ul style="list-style-type: none"> • This is an ongoing effort involving the Dean of Library Services, Library faculty and staff and volunteer board members working with the Development Office.
Energize new Library Leadership Board	<ul style="list-style-type: none"> • New chair is onboard and 6 new members have been recruited. 	<ul style="list-style-type: none"> • Engage members in introductions to new prospective donors. • Work with board members to facilitate cultivation opportunities. 	<ul style="list-style-type: none"> • Need to channel energies of new board members.
FY 2010-11 Goal	\$500,000		
FY 2011-12 Goal	\$500,000		