

CALIFORNIA STATE UNIVERSITY, FRESNO  
1911-2011



STEPPING INTO OUR NEXT CENTURY

## **Advancement Division Action Plans**

**FY 2010-11 and FY 2011-12**

# **Annual Giving**



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

**Department: Annual Giving**  
**Date: September 2010**

Priority/Product	Criteria for Success	Tactics	Special Considerations
<p><b>Raise revenue and secure donors through annual giving</b></p>	<ul style="list-style-type: none"> <li>• Continue to oversee the on-campus Call Center with RuffaloCODY.</li> </ul>	<ul style="list-style-type: none"> <li>• Produce and mail pre-call postcard before actual calling begins to any never-before-called prospects.</li> <li>• Produce and mail thank you postcard with magnet for all call center gifts and pledges.</li> <li>• Use “A Century of Excellence” and Centennial logo for all printed products and email reminders.</li> <li>• Continue to utilize address and telephone harvesting and update services provided by RuffaloCODY.</li> <li>• Capture and encourage emails for fulfillment and reminders.</li> <li>• Assess pledge fulfillment and reminders.</li> <li>• Review and follow up on comments.</li> <li>• Analyze results.</li> </ul>	<ul style="list-style-type: none"> <li>• Note all holidays and special Foundation Board meetings for communicating updates.</li> <li>• Campus discussion re: special segments (such as Nursing, Athletics, Latino Commencement).</li> <li>• A CSU Chancellor’s Office grant is allowing us to seek additional data on “unknown” alumni, through research and calling done by RuffaloCODY and other manual efforts.</li> </ul>
	<ul style="list-style-type: none"> <li>• Conduct direct mail and calling campaign for President’s Circle for Excellence.</li> </ul>	<ul style="list-style-type: none"> <li>• Create schedule.</li> <li>• Create and utilize direct-mail codes.</li> <li>• Concentrate on messaging.</li> <li>• Use “A Century of Excellence” as the overall theme. Focus on campaign.</li> <li>• Collaborate with the Foundation Board Development Committee.</li> <li>• Produce and post online “Honor Roll of Donors.”</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure accuracy on salutations with appeals.</li> <li>• Use informal salutations.</li> <li>• Have Development Chair hand-sign all appeal letters.</li> <li>• Ensure accuracy on reports.</li> </ul> <p style="text-align: right;">(continued)</p>

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	<ul style="list-style-type: none"> <li>• Continue end-of-year e-mail program for The Fresno State Fund (annual fund).</li> </ul>	<ul style="list-style-type: none"> <li>• Create end-of-year email message with the Campaign for Fresno State.</li> <li>• Use “A Century of Excellence” as the overall theme. Focus on campaign and Centennial.</li> <li>• Distribute email message.</li> <li>• Re-distribute message to non-openers.</li> </ul>	<ul style="list-style-type: none"> <li>• E-mail harvesting and updates are needed.</li> <li>• Execution requires assistance of the Fresno State Alumni Association’s email broadcast software.</li> </ul>
	<ul style="list-style-type: none"> <li>• Continue on-campus “Family Campaign” for faculty, staff, administration and coaches.</li> </ul>	<ul style="list-style-type: none"> <li>• Send initial direct-mail appeal to faculty/staff.</li> <li>• Use “A Century of Excellence” as the overall theme. Focus on campaign.</li> <li>• Establish faculty/staff component on <i>supportfresnostate.com</i>.</li> <li>• Use donors from this appeal for testimonials in print and online.</li> <li>• Encourage payroll deduction for state and foundation employees.</li> <li>• Collaborate with DODs on leadership appeals for campus units.</li> </ul>	<ul style="list-style-type: none"> <li>• Build on the success of Library and Education current campaigns.</li> <li>• Assess “universal” appeal for 2010-11 academic year.</li> <li>• Consider “new” calling segment for all faculty/staff or faculty/staff having Fresno State degrees.</li> </ul>
	<ul style="list-style-type: none"> <li>• Continue Emeriti/ Grad Studies’ Campaign.</li> <li>• Continue Smittcamp Family Honors College Campaign.</li> <li>• Add Centennial Scholars Campaign to call center</li> </ul>	<ul style="list-style-type: none"> <li>• Utilize call center.</li> <li>• Continue to update names and addresses in Advance.</li> <li>• Utilize email, as available. Use donors from initial appeal for testimonials in print and online.</li> <li>• Establish Emeriti component on <i>supportfresnostate.com</i>.</li> </ul>	<ul style="list-style-type: none"> <li>• Get “official” list at Emeriti Luncheon in the fall semester.</li> <li>• Coordinate with DODs and Planned Giving.</li> </ul>

(continued)

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<p><b>Promote online connections to and from students, faculty/staff, alumni, donors, friends and fans of Fresno State</b></p>	<ul style="list-style-type: none"> <li>• Continue I AM FRESNO STATE project.</li> <li>• Hold 5<sup>th</sup> video contest in spring 2011.</li> <li>• Hold 6<sup>th</sup> video contest in spring 2012.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to monitor and update Facebook and YouTube.</li> <li>• Implement video contest with Dept. of MCJ assistance.</li> </ul>	<ul style="list-style-type: none"> <li>• Funding required.</li> </ul>