

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

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

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