

CALIFORNIA STATE UNIVERSITY, FRESNO  
1911-2011



STEPPING INTO OUR NEXT CENTURY

## **Advancement Division Action Plans**

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

# **College of Arts and Humanities**



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

**Department: College of Arts and Humanities**

**Date: September 2010**

Priority/Product	Criteria for Success	Tactics	Special Considerations
<p><b>Tier One Projects</b></p> <ul style="list-style-type: none"> <li>• MFA Creative Writing</li> <li>• Orchestral Strings and Jazz Studies</li> <li>• Middle East Studies</li> <li>• Study Abroad, includes:               <ul style="list-style-type: none"> <li>a. London Semester</li> <li>b. Thessaloniki, Greece semester</li> <li>c. Great cities                   <ul style="list-style-type: none"> <li>-New Delhi</li> <li>-Kochi</li> <li>-Verona</li> <li>-London</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Prospective donors identified for each project.</li> <li>• Cultivation strategy for each prospect developed.</li> <li>• Identify additional funding opportunities through foundations and corporations.</li> </ul>	<ul style="list-style-type: none"> <li>• Involve Dean, faculty, Advisory Board, Development Committee and CLC Liaisons in identifying prospects.</li> <li>• Develop working proposals for each project specific to prospects, ask when appropriate.</li> <li>• Identify prospects through cultivation events, meetings, etc.</li> <li>• Begin cultivation and solicitation where appropriate.</li> <li>• Work with Director of Corporate and Foundation Relations to identify additional funding opportunities.</li> <li>• Work with faculty and departments to develop cultivation/stewardship opportunities.</li> <li>• Planned gifts may be good sources for endowments.</li> </ul>	<ul style="list-style-type: none"> <li>• Approved as Tier 1 campaign projects.</li> <li>• Many other items are also a high priority for the College.</li> <li>• Identification of prospects is key to funding.</li> <li>• Update information to include further identified funding opportunities.</li> </ul>
<p><b>Center for Creativity and the Arts</b></p>	<ul style="list-style-type: none"> <li>• Prospective donors identified for each project.</li> <li>• Cultivation strategy for each prospect developed.</li> <li>• Identify additional funding opportunities through foundations and corporations.</li> </ul>	<ul style="list-style-type: none"> <li>• Involve Deans, faculty, Advisory Board, Development Committee and CLC Liaisons in identifying prospects.</li> <li>• Develop working proposals specific to prospects, ask when appropriate.</li> <li>• Identify Prospects through cultivation events, meetings, etc.</li> <li>• Begin cultivation and solicitation where appropriate.</li> <li>• Work with Director of Corporate and Foundation Relations to identify additional funding opportunities.</li> <li>• Work with faculty and departments to develop cultivation/stewardship opportunities.</li> <li>• Planned gifts may be good sources for endowments.</li> </ul>	<p style="text-align: right;">(continued)</p>

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<p><b>Departments</b></p> <ol style="list-style-type: none"> <li>1. Department Comprehension</li> <li>2. Naming opportunities</li> <li>3. Department Chair and select faculty involvement</li> </ol>	<ul style="list-style-type: none"> <li>• All nine departments have a strong understanding of the overall campaign, direction of their department and the college in relation to the campaign.</li> <li>• All departments have a basic understanding of Development policies and procedures.</li> <li>• All departments have a clearly defined and agreed upon list of naming opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with and increase involvement of identified major gift prospects and department faculty.</li> <li>• Student involvement in cultivation/stewardship activities where appropriate.</li> <li>• On-going involvement and communication with department chairs and faculty.</li> </ul>	
<p><b>Ongoing fundraising</b></p> <ul style="list-style-type: none"> <li>• Scholarships</li> <li>• Faculty endowments</li> <li>• Department projects</li> </ul>	<ul style="list-style-type: none"> <li>• General: endowed scholarships \$50,000+.</li> <li>• Attention to departmental projects as opportunities are discovered.</li> </ul>	<ul style="list-style-type: none"> <li>• Cultivate scholarship gifts within CAH prospects, alumni and emeriti.</li> <li>• Research high visibility alumni in entertainment and art field.</li> <li>• Planned gifts may be good sources for endowments.</li> </ul>	<ul style="list-style-type: none"> <li>• The Dean's guidance will be needed to prioritize.</li> <li>• The full list of departmental projects totals over \$25 million.</li> <li>• Past supporters of arts programs and WealthEngine information are places to start.</li> <li>• Research industry related businesses with corporate giving programs.</li> </ul> <p style="text-align: right;">(continued)</p>

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<b>Volunteer Involvement</b>	<ul style="list-style-type: none"> <li>• Volunteers are informed, actively engaged and motivated to assist in the development efforts of the College.</li> <li>• Volunteers feel their input, time and energy are valued, utilized and recognized.</li> <li>• Volunteers feel a part of the team and understand the positive and transformative impact of their efforts.</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer participation – continue thank you call nights to donors by Advisory Board and Development Committee members.</li> <li>• Dean’s Council annual giving program-input and implementation of revised donor plan through the Development Committee of the Advisory Board.</li> <li>• Addition of one CLC liaison representative for the College.</li> <li>• Continued involvement of volunteers through various college events, receptions, lunches, etc.</li> </ul>	
<b>Family Campaign</b>	<ul style="list-style-type: none"> <li>• Faculty and staff who choose to give may support any area they like within the University.</li> <li>• Faculty and staff who choose to give may do so at any level they deem appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Deans and Department Chairs on appropriate opportunities.</li> </ul>	
<b>Prospect Development and making the ask</b>	<ul style="list-style-type: none"> <li>• Focus on major gift prospects, ask when appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to meet new people and nurture existing relationships.</li> <li>• Develop suggested ask dates and program consideration for each identified major gift prospect.</li> <li>• Minimum of 150 substantive reports of contact.</li> </ul>	
<b>FY 2010-11 Goal</b>	<b>\$1,500,000</b>		
<b>FY 2011-12 Goal</b>	<b>\$1,500,000</b>		