



2018-2023 Strategic Planning Subgroup Submission

Submitted by: Philanthropic Giving and Alumni Engagement Subgroup Date: 6/6/17

Goal 1: Broaden engagement for all constituents *

Strategy 2: **Develop family advisory board and enhance student opportunities to learn about the power of engagement to cultivate a culture of philanthropy.**

Key Performance Indicator

- **Baseline:** No current board, no clear message
- **Target**
 - Annual (if applicable): Establish Family Board & Student Campaigns
 - (2023): Family Board Annual Meetings with 80% participation in Quest
4 Student Campaigns by class year raising over \$8,000 annually

Responsible Party:

Family Board - Primary: Alumni Relations, Secondary: Annual Fund, Student Affairs, Admissions, University Relations; Student Campaign - Primary: Annual Fund, Secondary: Alumni Relations, Student Affairs, Admissions, University Relations

Timeline:

- 2018 - 1.) Family Board development, participation at Volunteer Summit, develop bylaws and committees
- 2.) Develop/implement 2 new student driven fundraising campaigns KPI- \$2,000
- 2019 - 1.) Inaugural Family Board annual meeting, 80% of membership present/call-in
- Develop a 3-year plan with yearly goals and KPI
- 2.) Establish a student campaign tradition; KPI \$3,000
- continue student campaigns/student - messaging/ programs/ incentives annually
- 2020 - 1.) Annual Family Board annual meeting, 80% of membership present/call-in
- Review 3-year plan with yearly goals and KPI, revise targets as necessary
- 2.) Review student campaigns revise as necessary to achieve \$6,000 target
- continue student campaigns/student - messaging/ programs/ incentives annually
- 2021 - 1.) Conduct internal review and revise both initiatives for continuous improvement
- Determine new KPIs and report and revise Strategic Plan
- 2.) Family Board – implement family donation initiative with Annual Fund Support
- 3.) Student Campaigns – determine plan to achieve \$8,000 annually

Continue on an annual basis thereafter.

Budget: \$ 50,000 annually

Other: *Goal- All constituents is inclusive of all people who have an interest in Radford University-