Fundraising Planning Document

In support of the Fundraising and Charitable Event Policy, this document provides information to assist members of the university community in developing fundraising activities. In addition to the broad objectives, there are also key questions that need to be considered when developing a fundraising or charitable event. The Office for Advancement, given its central role in fundraising for the university, is a key resource for members of the university community interested in university-related fundraising activities.

* Objective: Promote fundraising for the university so that we provide financial support for students, faculty, staff as well as programs and university initiatives.
  + This may be targeted fundraising for specific audiences as well as more broad appeal messaging and solicitations
    - The alumni population is currently our largest donor base and is actively maintained and engaged by the Office for Advancement.
    - Employees/retirees are another important donor population to the college
    - Foundations are a donor population we are trying to grow (e.g., we may be asking for financial support from a third-party organization)
  + Solicitations may use single (e.g., email) or multiple channels (e.g., employee email, alumni emails, social media and the university’s homepage).
  + The timing of fundraising messages needs to be coordinated with the Office for Advancement.
    - This is especially important in the 4th quarter since this is a critical fundraising time and we have multiple solicitations being sent from the Office for Advancement.
    - Messaging from advancement and alumni are occurring year-round and may include solicitation requests.
* Objective: Promote student-initiated fundraising to create a culture of giving and to encourage current and future student connections to the university.
  + This may include third-party fundraising and charitable events
  + This may include fundraising support for the Fund for SUNY Empire and other university fundraising initiatives
  + Solicitations may use single (e.g., email) or multiple channels (e.g., student emails, social media, related Student Success web presence, etc).
  + These events will be promoted on all channels available; university channels will be used to highlight a story focusing on the messaging of student-driven initiatives, student-focused channels can be used to solicit third-party donations.
    - This may require one communication to students and a different communication to other audiences.
* Key questions in promoting fundraising events:
  + What is the scope
    - Is this targeted (e.g., specific student group, specific school or major? or is it mass (e.g., all students, all alumni, all university?)
    - Is there a link between this event and the mission and activities of the university (e.g., is there a connection to an academic school or program?)
  + Who is the audience?
    - What is the purpose of the message?
    - Are there multiple audiences? If so, do communications need to differ by audience?
  + What is the intended outcome of the initiative?
  + What other planned fundraising-related initiatives are planned in a three-month period in which this event will fall? (Office for Advancement is a key resource for this question)
    - Is this event near or in the 4th quarter?
  + What other offices might be helpful resources in planning this event?
    - OAA? Student Life?
    - Office for Advancement (e.g., fundraising, alumni)
    - OCM?