




Vision 20/20 UPDATE

Alumni Engagement & Philanthropic Giving

Overall Status







Goal:

Develop a communication system that informs alumni of University and alumni news and engages them through effective targeted messages and interactive media.

Strategy:

Establish standard operating procedures for University and affiliated organization solicitations of alumni and friends.

Recent Key Accomplishments

Procedures have been established and are being implemented via the collaborative efforts of UA and soliciting campus organizations.

Several volunteer groups, such as the Alpha Phi Alpha and Kappa Alpha Psi Fraternities, have worked closely with UA in adopting standard procedures and appropriate branding for solicitations. Many of these solicitations are being handled by University Advancement.

Upcoming Events

UA is working collaboratively with campus constituents to work more closely related to solicitations. Will follow up with departments that participated in fundraising workshop and will host additional workshops for Athletics and others campus stakeholders.













Emerging Issues

There continue to be challenges related to engaging affiliated organizations in conversations related to solicitations.

Solutions

Developing a master solicitation calendar, ensuring that special solicitations complement and do not compete with University priorities. Educate stakeholders about crowd funding and Everyday Hero where they can find potential donors outside of our data base.

Upcoming Deliverable/Milestones

Item	Due Date	Status	Progress	Comments
Item: <input type="text" value="Establish standard operating procedures for University and affiliated organization solicitations of alumni and friends."/>	<input type="text" value="06/30/2020"/>	<input type="radio"/>  <input checked="" type="radio"/>  <input type="radio"/> 	<input type="text" value="75"/> %	Procedures have been developed and reviewed. The communication of these procedures to University and affiliated organizations is forthcoming.
Item: <input type="text"/>	<input type="text"/>	<input checked="" type="radio"/>  <input type="radio"/>  <input type="radio"/> 	<input type="text"/> %	<input type="text"/>
Item: <input type="text"/>	<input type="text"/>	<input checked="" type="radio"/>  <input type="radio"/>  <input type="radio"/> 	<input type="text"/> %	<input type="text"/>
Item: <input type="text"/>	<input type="text"/>	<input checked="" type="radio"/>  <input type="radio"/>  <input type="radio"/> 	<input type="text"/> %	<input type="text"/>