DIRECTOR OF CONSTITUENT RELATIONS

IN THE

SCHOOL OF INFORMATION SCIENCES

FUNDRAISING, STEWARDSHIP AND ALUMNI
OPPORTUNITIES IN THE
SCHOOL OF INFORMATION SCIENCES

2008-2009

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DCR IN THE SCHOOL OF INFORMATION SCIENCES
FUNDRAISING, STEWARDSHIP AND ALUMNI OPPORTUNITIES IN THE SCHOOL OF INFORMATION SCIENCES (SIS) 2008-2009

FUNDRAISING INITIATIVES

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1. Work with the Central Office of Corporate and Foundation Relations to identify potential areas of support for national foundations and corporations.

   - Work with current faculty to submit letters of interest and proposals to Foundations.

2. Visit 6 individual prospects

   - Engage in development activities (i.e. visits, correspondence, agreements, etc.) to successfully move prospects through the giving cycle

   - Work directly with the Dean in an effort to cultivate and solicit donors

3. Launch Planned Giving Program

   - Telefund survey to Carnegie Librarians

   - 1 Fall Bequest mailing and 3 annuity mailings (Jan. – June)

   - Visit with 5 Planned Giving Prospects

4. Prospect Event

   - Organize, plan and execute 1 event hosted by Dean and/or select faculty.

5. Faculty/Staff Campaign

   - Work with Annual Fund to draft letter from Dean. Annual Fund to track participation rates and cash in from October 2008 through November 2008.

6. Dean's Letter
   - Draft letter from Dean to recap the 2008-2009 academic year and mail to agreed upon distribution list in April.

STEWARDSHIP INITIATIVES

1. Stewardship

   - Work closely with SIS budget manager and IA donor relations to identify all SIS funds and locate stewardee information.

   - Ensure that all 11 scholarship endowed fund donors receive a student recipient thank you letter and all "other" endowed fund donors receive thoughtful and meaningful gifts/letters for their donations.

2. Acknowledgements

   - Produce thank you letters from Dean for all new endowment gifts.

ALUMNI INITIATIVES

1. Distinguished Alumni / Professional Achievement Awards

   - Organize, plan and execute Distinguished Alumni /Professional Achievement Awards Dinner in the Spring of 2009.

2. Alumni Communications

   - Work with PAA to obtain e-mail addresses and explore option of quarterly electronic newsletters.

   - Link IA Giving Catalog to SIS Alumni Website.

   - Work with SIS Director of External Relations to upgrade Alumni website.

3. School of Information Sciences Alumni Society (SAS)

   - Identify benefits of joining SAS by meeting with current SAS President and Dean.

   - Increase visibility and alumni/student engagement.

SCHOOL OF INFORMATION SCIENCES

CAMPAIGN PROGRESS REPORT

GOAL: $10,000,000

TOTAL TO-DATE: $7,775,504

(9/8/08)

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BALANCE: $2, 224,496