



GEORGIA SOUTHERN UNIVERSITY

FY21 ANNUAL GIVING OPERATING PLAN PROPOSAL

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FY21 ANNUAL GIVING GOALS



**Generate \$700,000
Total Revenue**



**Attain 1,500 Unique
Alumni Donors**



**Build and Grow a
Culture of Philanthropy**

Our Vision: To become a national model for innovative relationship building, to inform, intrigue and inspire our alumni, friends and the public in support of Georgia Southern University's goal to become a top national comprehensive research University.

ADDITIONAL DATA + INFORMATION

HELPFUL RESOURCES

DONORS

Deeper dive into various segments for acquisition, retention, and upgrading of gifts in order to know how to best reach; Knowing the motivations behind the gift.

TEAM / PERSONNEL

Gaining insight and understanding of the University
Advancement office and staff available to implement and execute the Annual Giving plan;
Clarity of departments.

BUDGET RESOURCES

Amount of budget vs. increase in funding goal; outsourced vendors vs. campus vendors; processes for publishing content.

SCHOOL CALENDAR

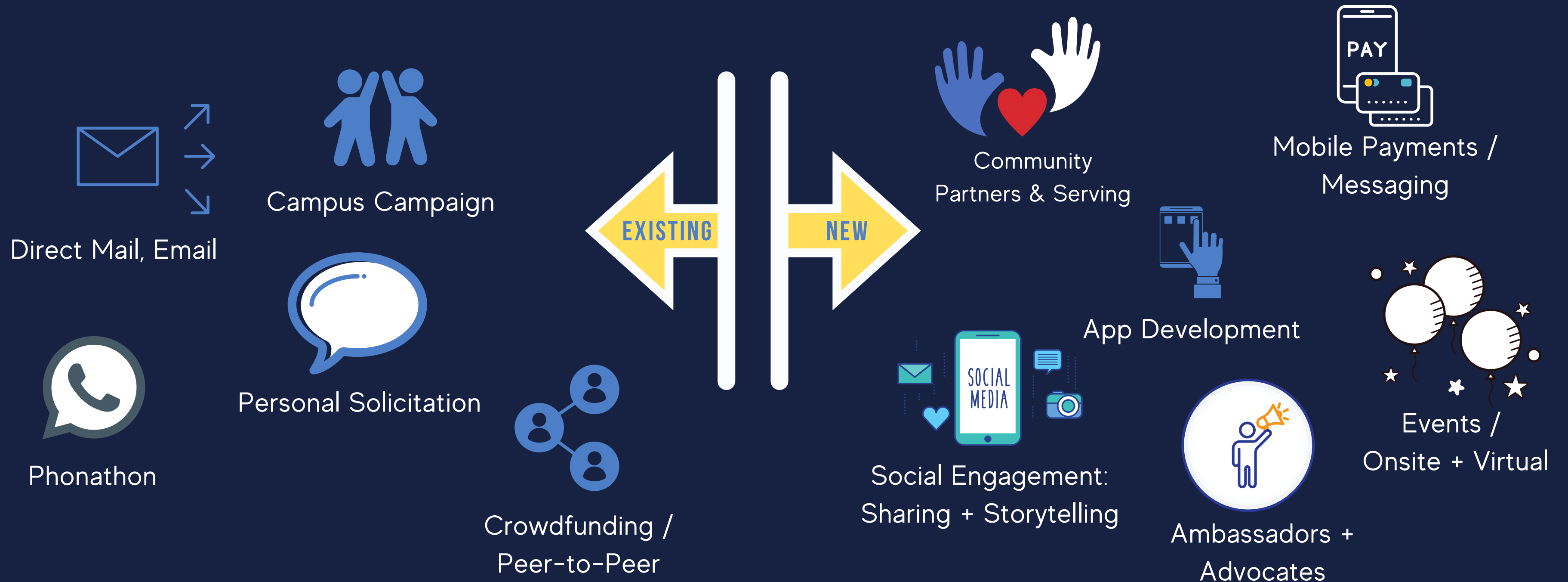
In order to coordinate and plan for Development events and campaigns in a collaborative and unified manner, an Academic master calendar of events would be helpful.

VENDORS

Outsourced vendors for acquiring and retaining donors through direct mail versus in house / on campus vendors; better understanding of processes with producing materials.

FUNDRAISING CHANNELS + TOOLS

EXISTING + NEW CHANNELS TO EXPLORE FURTHER



CALENDAR YEAR OUTLINE OF KEY ACTIVITIES

JUL / AUG / SEPT 2020

July

Direct Mail, Email – thank you notes
Campus Campaign – meeting departments, community partners
Personal solicitation – meet donors, getting to know, introductions, thank you for giving
Social – Campaign results (Ensure our Eagles Finish Strong!)

August

Direct Mail, Email – thank you notes
Social – Welcome Students, Faculty
Campus Campaign – meeting departments, community partners
Personal solicitation – phone calls relationship building

September

Direct Mail, Email – Alumni e-newsletter touchpoint
Social – Peer to Peer Birthday Fundraising, Student Features
Campus Campaign – Student Event (thank-a-thon, thank a donor notes & videos), Student Department Ambassadors
Personal solicitation – phone calls relationship building

OCT / NOV / DEC 2020

October

Direct Mail, Email – LYBUNTS & SYBUNTS, Alumni
Events – Homecoming (Alumni)
Social – Student & Alumni Features
Personal solicitation – ongoing relationship building, begin personal ASKs

November

Direct Mail, Email – letter to segmented donors for EOY giving
Social – Thanksgiving
Campus campaign – thank you event
Crowdfunding – peer to peer share through Ambassadors/Coordinating committee of students
Personal solicitation – personal ASKs

December

Social – Giving Tuesday / Holiday
Crowdfunding – peer to peer fundraising for Giving Tuesday
Direct Mail, Email – Holiday cards
Events – Graduation, donor/volunteer recognition
Personal solicitation – personal ASKs

JAN / FEB / MAR 2021

January

Direct Mail, Email – thank you notes, begin anniversary gift emails to segmented donors
Campus Campaign – Welcome back students + faculty + staff
Personal solicitation – thank you, meetings
Social – Peer to Peer 2020 eoy highlights, department story takeovers, New Year!

February

Direct Mail, Email – Alumni e-newsletter touchpoint, thank you notes
Social – Sharing campaign
Campus Campaign – employee participation
Personal solicitation – phone calls relationship building

March

Direct Mail, Email – letter to segmented donors
Social – Student Features, increased engagement with donors and prospects
Events – Spring break, Alumni
Personal solicitation – phone calls relationship building, begin personal ASKs

APR / MAY / JUNE 2021

April

Direct Mail, Email – letter to segmented donors for Spring Ask
Campus Campaign – student event, serve day
Personal solicitation – personal phone calls, emails and meetings for personal ASKs
Social – Peer to Peer campaign announcement

May

Direct Mail, Email – thank you notes
Social – Graduates becoming alumni
Campus Campaign – Faculty + Staff recognition
Personal solicitation – personal phone calls, emails and meetings for personal ASKs

June

Direct Mail, Email – Alumni e-newsletter touchpoint
Social – Retirees + Staff features, report donor dollar impact
Campus Campaign – employee participation call
Personal solicitation – phone calls relationship building

CULTIVATING AND NURTURING A CONTAGIOUS SPIRIT OF GENEROSITY:

DEEPENING OUR ROOTS.
SPREADING OUR WINGS.
FLOURISHING TOGETHER.



HERE

- Alumni Relations
- Development
- Advancement & Foundations Services (Donor Relations)



THERE

- Athletics
- Office of Inclusive Excellence
- Communications & Marketing
- Student Affairs
- Academic Affairs



EVERYWHERE!

- STUDENTS!
- Community Leaders & Partners
- State, Region, National & International Ambassadors



GEORGIA SOUTHERN
UNIVERSITY



**PEOPLE. PURPOSE. ACTION:
GROWING OURSELVES TO GROW OTHERS!**

This presentation has been created with the overall strategic plan of Georgia Southern University in mind. By building upon the foundational pillar of Student Success, the University's Annual Giving effort is positioned for growth and flourishing in the fiscal year 2021 and the years that follow.