

**Division of Development and Alumni Relations**  
**Minnesota State University Moorhead Alumni Foundation, Inc.**

*Annual Work Plan*  
*FY 2007*

**Key Goals from Benchmarks**

- 5,590 alumni contributing – 11% participation
- Total alumni giving \$704,340 – Average gift of \$126
- Other Individual Gifts \$260,763
- Pledges of Deferred Gifts \$150,000
- Other (corporate, organizational, etc.) giving \$617,428
- TOTAL GIVING \$1,582,531

***Affirming a Legacy of Promise***  
**Special Major Gifts Initiative**

- Steering Committee in place and functioning, ably chaired by Tammy Miller
- Initiative is based on two primary goals, conducted concurrently
  - Identification and cultivation of new major gift prospects
  - Ongoing fundraising for scholarships, faculty development, and the Wellness Center
- Currently developing materials and publicity plans for “quiet,” internal campaign
- Goal for FY 2007 of identifying and cultivating at least 150 new major gift prospects
- Goal for FY 2007 of presenting proposals for major gifts to at least 50 prospects

**Alumni Relations**

- Conduct at least 30 alumni events (reunions, gatherings, etc.)
- Improve attendance at alumni events overall by 20%
- Develop full annual calendar to allow more sophisticated planning and better faculty, staff, and alumni attendance.
- Continue to “involve” as many alumni as possible with the ultimate goal of bringing them to campus to “re-connect.”

**Athletic Fundraising**

- Re-define the Dragon Fire committee within the foundation board as “Athletic Fundraising” to include Dragon Fire, major gifts, and policies to strengthen and define athletic sponsorships and other kinds of support.

- Address a goal for athletic scholarships as a separate goal within the fundraising activities of the foundation.

### **Planned Giving**

- Identify 100 new planned giving prospects
- Take advantage of special situations, such as the IRA rollover under the recent pension act, to increase special planned gifts.

### **Internal Operations**

- Increase phonathon giving and work with the individual departments to better designate giving.
- Establish a year-long calendar and schedule within the division to track staff activities and to measure the results of fundraising and alumni activities.
- Work to increase the unrestricted fund balance and to better manage the budget of the foundation.
- Communicate monthly with the Board of Directors, with each dispatch containing an update on all activities and goals.
- Continue to work on all goals within the work plan to make them quantifiable and measurable and to update them as the year progresses.
- Continue to develop new Memorandum of Understanding to be approved by the foundation and the university by year's end.
- Establish a new committee on "Fundraising" within the MSUM Alumni Foundation to construct and review policies and to assist with plans associated with development efforts.