



2018-2023 Strategic Planning Subgroup Submission

Submitted by: Philanthropic Giving and Alumni Engagment Subgroup Date: 6/6/17

Goal 3: Inform consitituents and highlight success and impact

Strategy 2: **Plan and Implement Stewardship programs**

Key Performance Indicator

- Baseline: Sporadic Partners in excellence Event, RAC social, sporadic Radford Society, acknowledgement at Art Society events & programs/ sporadic stewardship based events and activities, response to gifts- generic university thank you, sporadic campus department thank you, tax information
- Target
 - Annual (if applicable): 2018 Flexible donor recognition space/site/object/ set annual stewardship events for constituents, personal outreach 2018 by new AD for donor relations, rotating “swag incentives”; Works with key partners and the president’s office to establish an annual timeline for “signature events”; establish an annual parking system for “special donors” 2019 conduct a stewardship inquiry/focus group to establish some best practices for stewardship on Radford Universities campus. Close the loop education plan on the impact of specific gifts, and develop an after graduation success plan to continue to tell the story.
 - Comprehensive (2023): _____

Responsible Party: Personal outreach –AD for donor relations- Stewardship coordinator

Timeline:

- 2018 - Establish flexible donor recognition space (annually); establish annual timeline for “signature events” – begin the “close the loop” education plan for impactful gifts
- 2019 - Establish an *annual parking system for “special donors” & conduct a stewardship inquiry/focus group
- 2020 - Incorporate the “close the loop” highlights in alumni profiles (1) and the Radford magazine (1) and campaign materials (one for each college) - develop stewardship plan from focus group inquiry

Budget:

2018 & annually thereafter - \$20,000 donor relations collateral; \$100,000 printed and mailed

Other: *Annual parking system for special donors