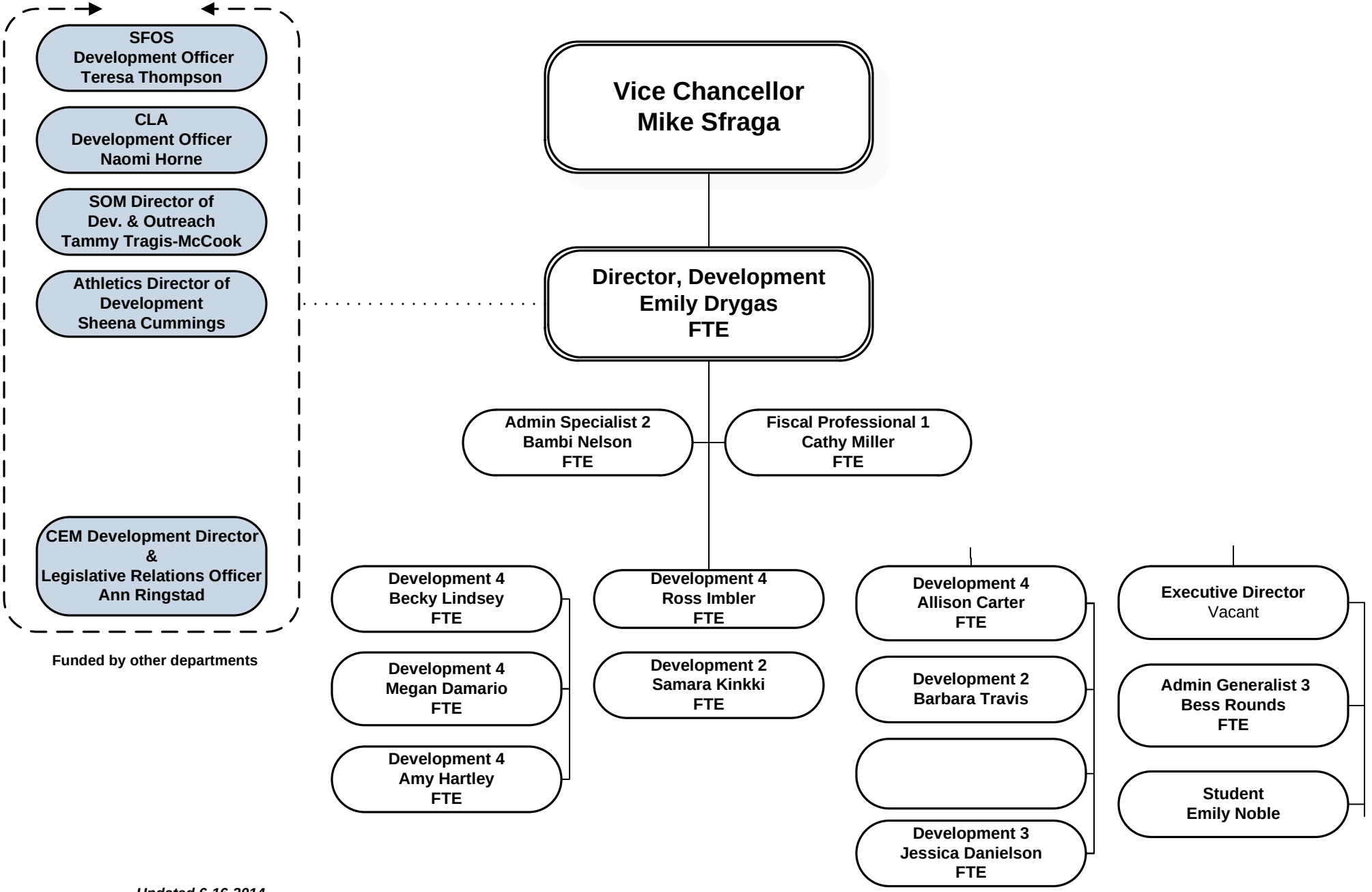
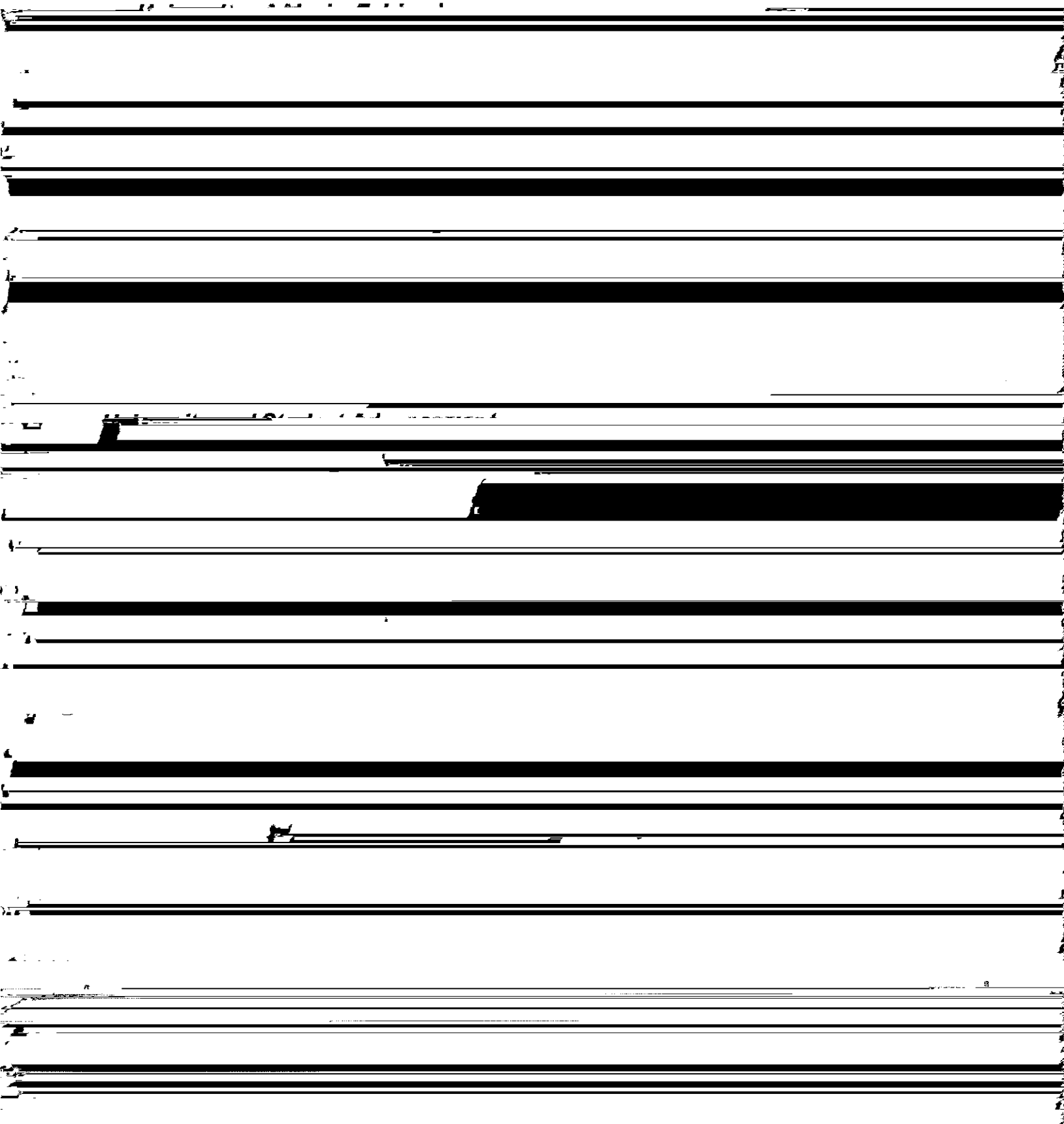


Updated 6-16-2014

Organizational Chart



Strategic Development Plan
(July 1, 2013 - June 30, 2014)

[redacted]

- **Build a cohesive team** focused on the (3) primary areas: Donor Relations, Major Giving and Annual Giving.
- **Mentor** new team members, **hire** an Events Specialist, and **provide vision** for the team.
- Work closely with Kristin Prieur on **creating viable fundraising strategies** for UAF's

- Conduct proactive **prospect analysis** to inform and influence targeted areas of focus for major gift strategies and for strategic receptions at the Chancellor's residence.
- **Conduct strategic event management** focused on UAF's primary fundraising events.

Inspire Leadership Academy, NCMPR (National Council for Marketing and Public

- Encourage **professional development opportunities** such as attending conferences, participating in webinars/on-campus trainings and allowing time for review of fundraising literature.
- Increase **networking opportunities** for the development team to be inspired and expand their relationships.

[redacted]

and solicitation; serves as the primary contact for UAF scholarship management; provides

Major Giving Program

Major Giving Program Meeting Structure

Participants

Central Team Major Gift Officers (% Time Dedicated to Major Gift Activates):
Emily Drygas (25%)
Becky Lindsey (75%)
Megan Damario (100%)

Central Team Representatives:

[redacted]

Allison Carter, Bambi Nelson

[redacted]

Annual Giving Program

[redacted]

Metrics and Giving Projections

[redacted]

	projected increase for FY15-FY18	FY15	FY16	FY17	FY18	TOTAL
[redacted]						

-continued-

Dollars Raised

UAF-Wide Initiatives and Fundraising Goal

The goals represent estimated campus-wide annual renewals as well as long-range fundraising

[redacted]

Sikuliaq. Individual college/school/unit funding needs and donor-centric opportunities are available on the following page.

	FY14 Annual Goal	% of FY14 Goal	Completion Goals (Initiatives) FY14-FY18	% of Goal

College/School/Unit Priority Funding Needs

Donor-Centric Opportunities

[redacted]

A Donor Bill of Rights

PHILANTHROPY is based on voluntary action for the common good. It is a tradition of

UAF Fundraising Coordination Policy

Introduction:

UAF Development recognizes the importance of coordinating fundraising for UAF and its units and is

The **primary vehicles** in place to raise philanthropic funds at UAF are:

1. Annual giving program
2. Scholarship program (400-plus privately funded scholarships)

[redacted]

Statewide Collaboration

[redacted]

Procedures

If your program, unit or department has a fundraising need, take the following steps:

1. First, contact your department leadership (dean, director, etc.), department development officer (if applicable), or the vice chancellor for university advancement to determine if the program is a

2. Once your department has identified your program as a fundraising priority, **identify** potential

Guide to Fundraising at UAF

Raising philanthropic support for the university takes a coordinated effort by all those involved

spaces. Secondary facilities are used primarily to support institutional functions such as teaching, research and institutional service.

Primary exterior facility: Any significant campus feature, such as parks, open spaces, recreation areas, plazas, roads, and major walkways and trails. Primary exterior facilities.

Secondary exterior facility: These would include primarily landscape features (trees,

[redacted]

NAMING AUTHORITY

Naming nomination form to provide the following information:

1. Facility location (include GPS coordinates if available)

2. Facility type: Primary__ Secondary __ Primary Exterior __ Secondary Exterior __

4. Facility use:
5. Naming Category: Institutional__Honorary__ Commemorative__Benefactor__
6. Requested Name:

05.12.080 copied below for reference.

P05.12.080. Naming of Campus Facilities: Formal Naming of Campus Facilities and Infrastructure.

A. Official naming of all "significant" buildings, building subcomponents such as wings, additions, auditoriums, and libraries, streets, parks, recreational areas,

Addendum

Naming Opportunities for Benefactors

Procedures and Guidelines

Request Procedure:

All benefactor naming requests for facilities shall be first submitted in writing to the UAF Development office for review. The Development Office will forward the request to the

Funding Levels to Provide Named Opportunities:

[redacted]

Primary Facility

[redacted]

- Open Spaces
- Recreation Areas
- Plazas
- Roads
- Major Walkways
- Major Trails

Secondary Exterior Facility

The University of Alaska Fairbanks complies with the Regents' recommended levels.

University of Alaska Fairbanks (UAF)

Naming Opportunities for Benefactors/Donors

UAF will consider a naming opportunity to recognize a substantial financial contribution consistent with institutional priorities. Naming opportunities that are in honor of philanthropic pledges will be approved on the contingency that the pledge is fulfilled.

A substantial gift is defined as the following:

- 51% of the private funds necessary for the building project;

Memorial Giving at UAF

A memorial gift offers donors a thoughtful way to remember a loved one and makes a lasting contribution to UAF's vital mission and supporting students. Please contact UAF Development

by phone at 907-474-2619 or by email at UAF-giving@alaska.edu if you are interested in learning more about memorial funds at UAF. A development officer can help you get started and work with the UAF department, college or school that you would like to assist.

"In Lieu of Flowers"

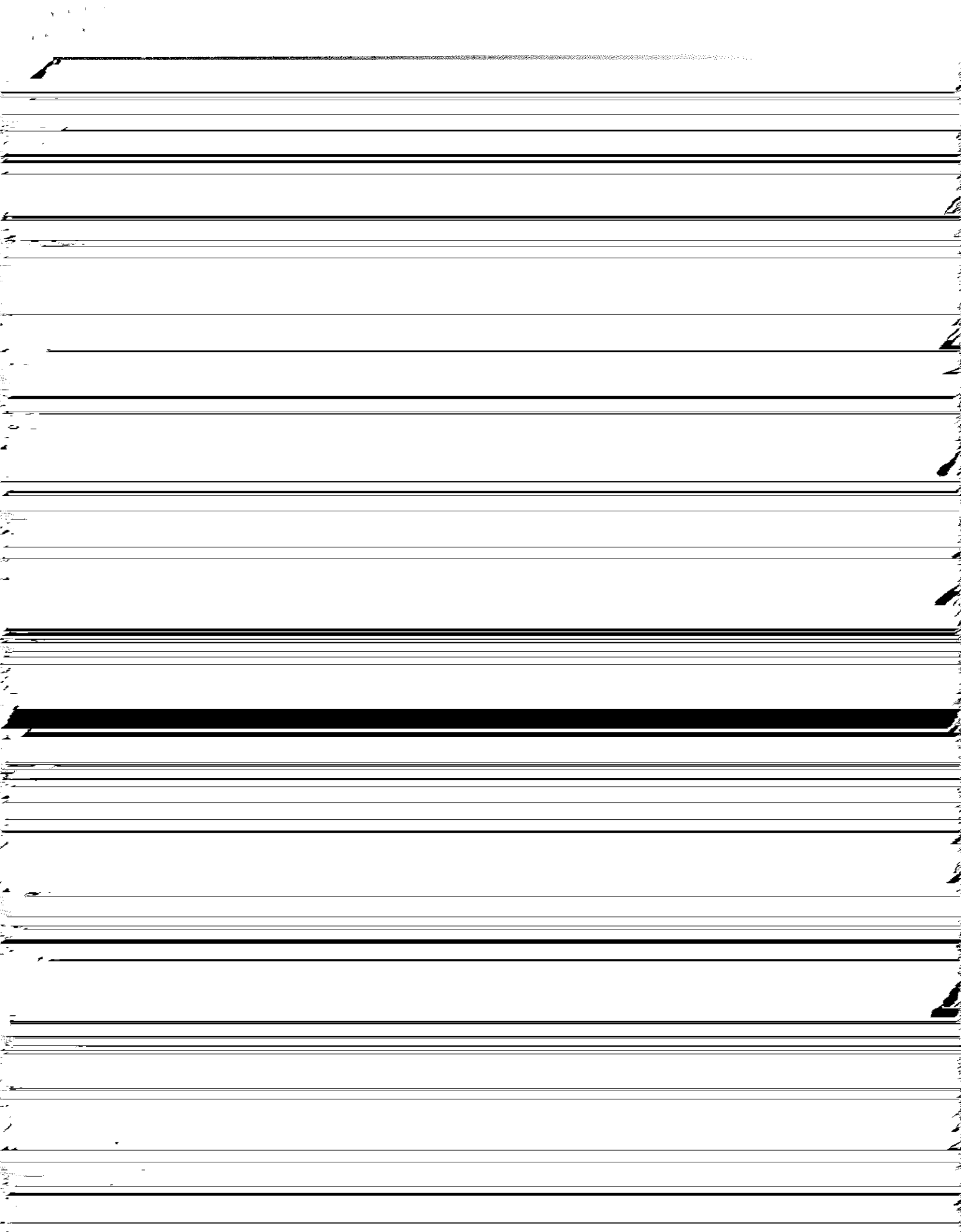
Donors may choose to have gifts directed to UAF in memory of a loved one in lieu of flowers

Where Gift Kept

e will provide the donor an
their taxes if desired. The
include the value in the
t of the gift and thank them

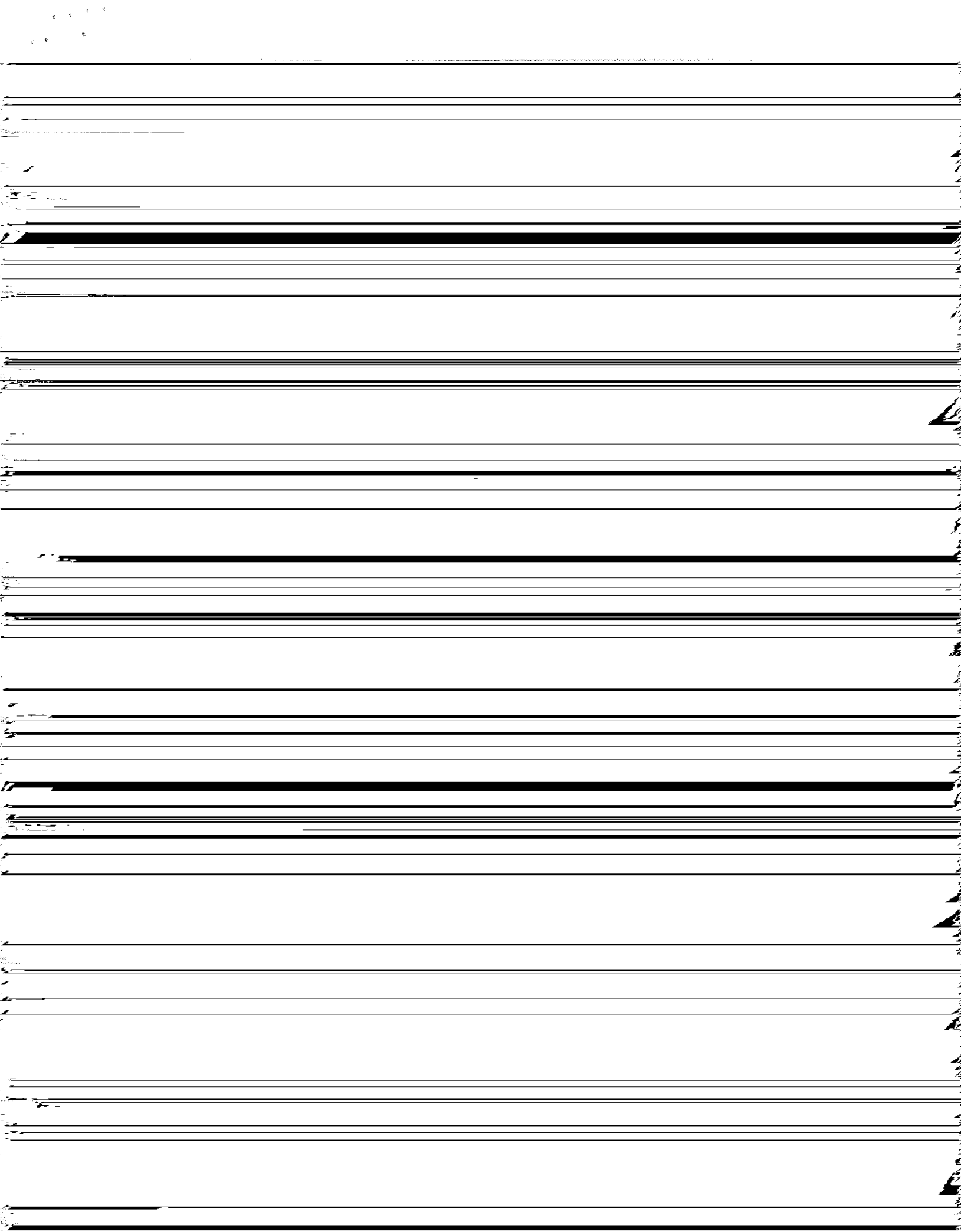
onor if they wish. It must be
rtment who received the gift

UAF Development Stewardship: Mailings - Notifications - Outreach

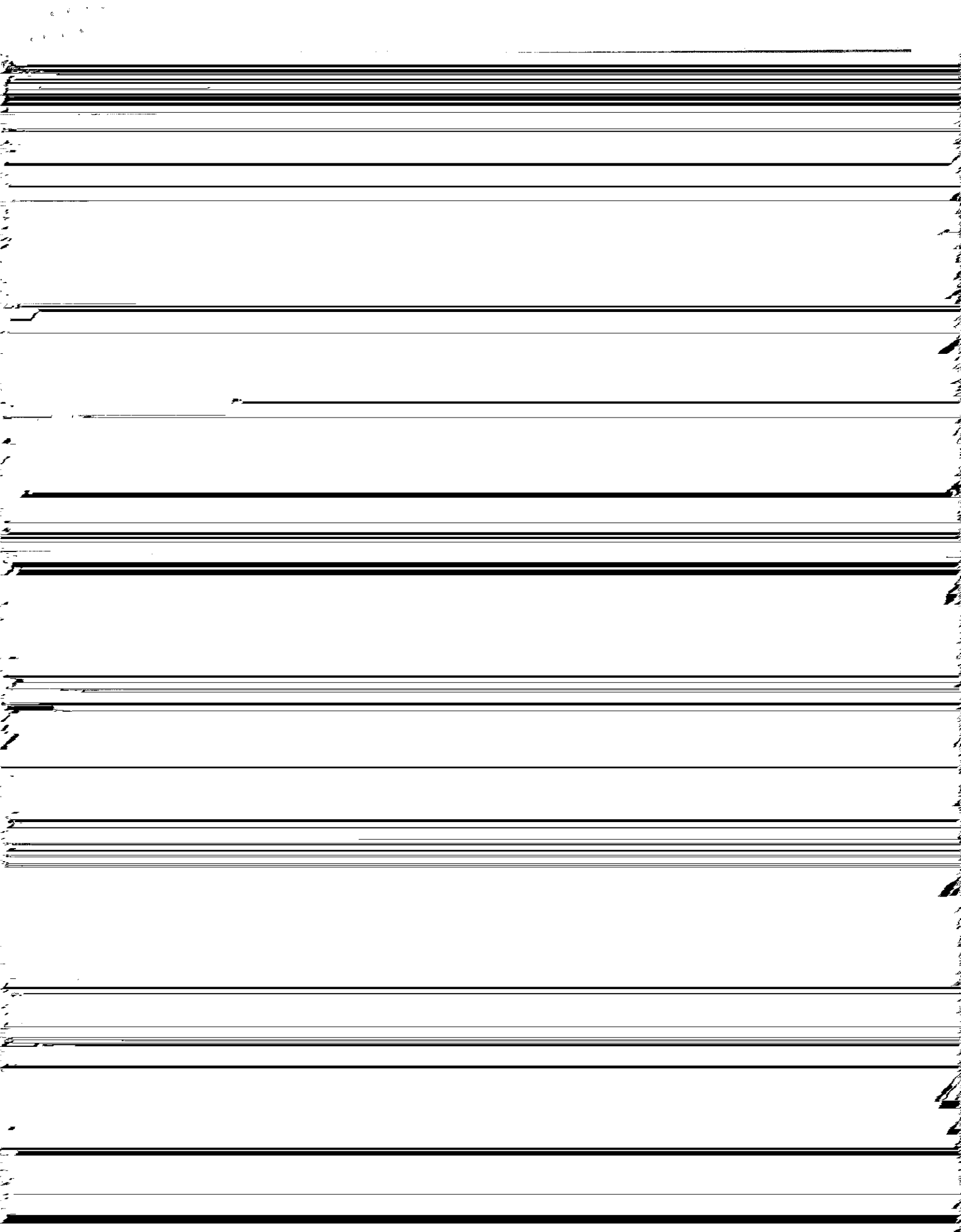


Achievements

Of note



Achievements



[redacted]

Office Environment

[redacted]

- The **office area should be kept as neat as possible** and free of boxes, surplus materials, etc.

- All **internal/external communication** (written documents outside of e-mail) distributed form this office should be approved by the director and edited by the

[redacted]

etc.)

- Because of the arrangement of our office, everyone needs to be cognizant of the

[redacted]

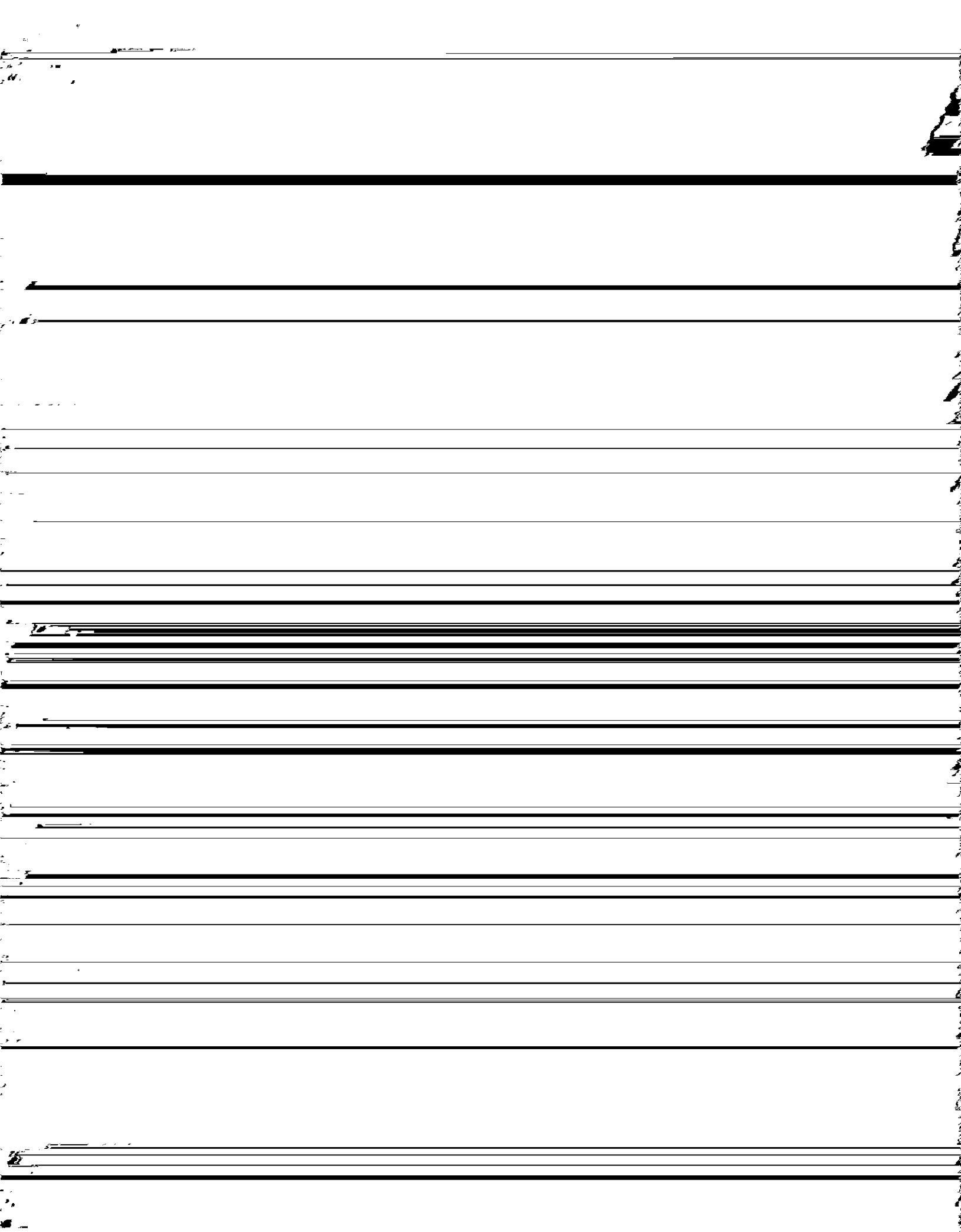
Standard Academic Peers (PNNW since 10)

Idaho State University
Montana State University-Bozeman
New Mexico State University-Main Campus
North Dakota State University-Main Campus
Oregon State University
The University of Montana
University of Idaho
University of Maine
University of Nevada-Reno
University of Wyoming
Utah State University

UAF Campus Peers

UAF Rural Campuses
Bay Mills Community College MI
Blackfeet Community College MT
Little Big Horn College MT
Little Priest Tribal College NE
Mesabi Range Community & Technical College MN

Pierce College at Puyallup WA
Sheridan College WY
Snow College UT
Southwestern Community College IA
Trinidad State Junior College CO
West Shore Community College MI



UAF. As we look ahead to the next 100 years at UAF, it's time to reengage with old friends and alumni to update them on our progress and our vision ahead. Relationship building is a [redacted]

Relations model that focuses on engagement opportunities for our 30,000 alumni,

members (approximately 1,400).

5. Secondary: Continue to focus on building internal relationships within the university to create awareness of philanthropy and the impact

that it can have at UAF.

6. Secondary: Encourage the development team to build community, statewide

and national relationships to advance our knowledge base and create awareness of our mission.

Describe any revenue generated as a result of these services, if applicable

b. How does your unit support a commitment to high-quality service?

Team members of the office of Development and Alumni Relations are committed

Not Acceptable - Slightly Acceptable - Moderately Acceptable - Very Acceptable - Completely Acceptable

- UAF is clearly understaffed in the area of major gift officers.
- Further research is needed with each University represented; however, at a glance, the reporting line structure for the majority of Universities represented appear to have a reporting line to central (regardless of the college/school they represent) which provides for more accountability and management.
- There's recognition that some organizations have a centralized fund-raising

In addition, our team is continuously making process improvements to ensure that we

are operating efficiently and that we have processes in place that allow for

streamlined work. One example is the addition of a scholarship database (Academic

The only possible thought for shared or pooled resources may be within the

[redacted]

currently reviewing current alumni processes over the summer months with the

[redacted]

FY14 Goal	4 year projections

annual %
projected

	FY14 Goal	FY15-FY18	FY15	FY16	FY17	FY18	TOTAL
**Fundraising Goal - TOTAL	$8,000,000	9-11%	$9,000,000	$10,000,000	$11,000,000	$12,000,000	$50,000,000