



Fiscal Year 2016/2017 – Annual Business Plan
Advancement/Development Team - Comprehensive

Activity Goals

Face-to-Face Visits (Meetings and Campus Visits)

Development Officer	Discovery	Cultivation	Solicitation	Stewardship	Total
Advancement/Development	193	277	85	108	663
Alumni Association	-	-	-	-	36
RCAF	28	122	46	75	271
Total FY17 Visit Goal	201	359	126	173	970

Production and Proposal Goals

Major Gifts (\$25,000+):

Development Officer	Unique Proposals	Joint Proposals	Goal
Advancement/Development			
<i>Number Proposals Submitted</i>	73	24	96
<i>Unique Major Gift Production</i>			\$11,000,000
Alumni Association			
<i>Number Proposals Submitted</i>	10		10
<i>Unique Major Gift Production</i>			\$500,000
RCAF			
<i>Number Proposals Submitted</i>	42	4	46
<i>Unique Major Gift Production</i>			\$7,000,000
Total FY17 Major Gift Goal	125		\$18,500,000

Annual Gift and Other University:

<i>Annual Giving (Development)</i>	\$1,050,000
<i>RCAF Annual Fund/Team Donations</i>	\$3,400,000
<i>Alumni Loyalty Funds/Sponsorships</i>	\$400,000
<i>Gifts/Grants Processed by Univ</i>	\$250,000
<i>Planned Giving Bequests</i>	\$200,000
<i>CFR (Jan – July TBD)</i>	\$200,000
Total Annual Giving Production	\$5,500,000

Proposal Goal	125 Unique Proposals
Fundraising Goal	\$24,000,000

FY17 Fundraising Goal Summary & Comparison from FY16

Activity Goal (Meetings)	970 Meetings	+ 140% (413 Meetings in FY16)
Proposal Goal	125 Unique Proposals	+ 400% (25 proposals in FY16)
Fundraising Goal	\$24,000,000	+60% (\$15M in FY16)

High Level, Non-Quantitative Development Business Plan

1. Development Comprehensive Campaign Timeline
2. Create New Fiscal Year Counting Guidelines
3. Create Unit-Based Cost-Share Model
4. Develop Corporate Engagement Office/Program
5. Advancement Services - Data and Reporting Project Initiative
6. Louisiana Foundation Project
7. Regional Development Plan
8. Stewardship Plan Implementation (with Foundation and Communications)
9. Communications & Marketing – Develop Cases for Support; La Louisiane
10. Planned Giving Strategic Plan – Heritage Society; Crescendo Contract
11. Annual Giving - Complete FY16/17 Communication/Solicitation Calendar;; Launch Faculty & Staff Giving Campaign in Spring 2017; Create Needed Reporting Tools with Advancement Services

High Level, Non-Quantitative RCAF Business Plan

1. Secure \$2.2 Million or more in the Annual Fund
2. Fund the amount needed to cover the debt payment on the Baseball Stadium
3. Secure lead gift for Football Stadium Tower renovation
4. Surpass \$7M in major gift donations for the Capital Campaign
5. Create the culture of metrics based fundraising – future evaluations
6. Implement Priority Points structure
7. Secure 5+ estate gifts and implement this culture within RCAF
8. Successfully reseal 2 venues using Points and driving annual donations
9. Donor/prospect join trip to Hawaii with golf team for 6 days

High Level, Non-Quantitative Alumni Association (Fundraising) Business Plan

1. Secure Alumni Pavilion Major Gifts including Naming Rights
2. Transition to Philanthropy Membership Model in January 2017
3. Secure Sponsorships for Gala and other events