



Fiscal Year 2017/2018 | Comprehensive Annual Business Plan

Activity Goals

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

Development Officer	Total
University	765
Alumni Association	35
RCAF	400
Total FY18 Visit Goal	1200

Fundraising Production and Proposal Goals

Major Gifts (\$25,000+)

Development Officer	Unique Proposals	Production Goal
University	94	\$13,600,000
Alumni Association	1	\$100,000
RCAF	40	\$7,000,000
Total Major Gift Goal	135	\$20,700,000

Annual Gifts

University Annual Giving	\$1,000,000
RCAF Annual Fund/Team Donations	\$3,300,000
Alumni Loyalty Funds/Sponsorships	\$330,000
Planned Giving Bequests (All Units)	\$270,000
Gifts in Kind (All Units)	\$400,000
Total Annual Giving Goal	\$5,300,000

Total Fundraising Production

Total FY18 Major Gift Goal	\$26,000,000*
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**Must secure at least 2 out of 3 gifts valued at \$4M - \$7M to reach goal*

High Level, Non-Quantitative Business Plan

- Campaign Assessment through Philanthropy and Campaign Core Committee
 - a. Campaign Counting & Priorities as identified by the Strategic Plan
 - b. Implement Leadership (Administration & Deans) Training for Campaign Readiness
 - c. Data Acquisition, Enhancement, and Reporting
 - d. Build Central Programs: Principle Gifts, CFR, Planned Giving, Annual Giving, Regional Development
 - e. Assess opportunities for University-wide Lifetime Giving Society
- RCAF: Secure \$2.5 million for RCAF Annual Fund; Baseball Stadium debt payment (\$4.3 million); implement planned giving strategy, secure lead gifts for football stadium.