Strategic Plan Update: Goal 7

DeAnna Carlson Zink, CEO

ALUMNI ASSOCIATION FOUNDATION
Goal 7: Attract support for the University by actively engaging alumni and donors

METRIC
Achieve annual fundraising goals and participation rates in order to support plan objectives

GOAL BY 2022
Increase alumni contribution participation to 10% and achieve targeted fundraising goals
# Implementation Teams

<table>
<thead>
<tr>
<th>Annual Giving</th>
<th>Major Giving &amp; Campaign</th>
<th>Donor Relations &amp; Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deb Wilson</td>
<td>Sigrid Letcher</td>
<td>Alyssa Konickson</td>
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<tr>
<td>Bob Knutson</td>
<td>Dan Muus</td>
<td>Laura Block</td>
</tr>
<tr>
<td>Chris DeMaster</td>
<td>Shane Hersch</td>
<td>Milo Smith</td>
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<tr>
<td>Jeannie Tvedt</td>
<td>Dave Gregory</td>
<td>Tracy Backstrom</td>
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<tr>
<td>Kristi Okerlund</td>
<td>Kim Woods</td>
<td>Dr. Cindy Juntunen</td>
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<tr>
<td>Josh Christianson</td>
<td>Dr. Joshua Wynne</td>
<td>Jessica Sobolik</td>
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<td></td>
<td>Dr. Steve Light</td>
<td>Rob Carolin</td>
</tr>
<tr>
<td></td>
<td>Laura Arneson</td>
<td>Sarah Nissen</td>
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<td></td>
<td></td>
<td>Aimee Halstenson</td>
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</tbody>
</table>

As Project Managers, Muriel Kingery & Melissa Garceau, serve on all three committees.
Action Items

1. Evaluate and refine the effectiveness and impact of alumni activities
2. Finalize the policy and process for crowdfunding initiatives
3. Marketing campaign and case for support around “I gave”
4. Develop a phonathon strategy by college using current students.
5. Increase donor retention and engagement rates at all levels.
6. Partner with University Relations and Public Affairs & Marketing to be increasingly integrated in messaging, communication, and branding across all areas.
7. Create personalized engagement and stewardship plans for top donors and prospects
8. Expand the thank you strategy for first-time givers
9. Expand the recognition platform for participation and years of giving
10. Develop a library of impact stories and methods to reach donors with personalized impact communication.
11. Establish fundraising targets for each college and encourage 100% percent participation by all advisory boards in annual giving.
7.1 Evaluate and refine the effectiveness and impact of alumni activities
### 7.2 Finalize the policy and process for crowdfunding initiatives

**Act.**
**Crowdfunding**

**Act now.**
**Act with purpose.**
**Act for the University of North Dakota.**

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Target</th>
<th>Raised</th>
<th>Goal</th>
<th>Launched</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>UND Tennis Priority Needs</td>
<td>$10,000.00</td>
<td>$1,622.50</td>
<td>16%</td>
<td></td>
<td>Funded</td>
</tr>
<tr>
<td>UND Women’s Air Race Classic Team</td>
<td>$2,650.13</td>
<td>$3,185.00</td>
<td>120%</td>
<td></td>
<td>Funded</td>
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<tr>
<td>Soaring to Safecon 2017</td>
<td>$10,000.00</td>
<td>$10,741.01</td>
<td>107%</td>
<td></td>
<td>Funded</td>
</tr>
<tr>
<td>Pride-a-Palooza Uniform Drive</td>
<td>$88,000.00</td>
<td>$90,729.00</td>
<td>103%</td>
<td></td>
<td>Funded</td>
</tr>
</tbody>
</table>

[act.undalumni.org](http://act.undalumni.org)
7.6 Partner with UND to be increasingly integrated in messaging, communication, and branding across all areas.

I landed my first internship in public service following my freshman year at UND, and I was immediately hooked and wanted to do more. Through Greek Life and other organizations on campus, I was given opportunities to volunteer. I know the skills and tools I’ve gained at UND will allow me to help others in my community, nation, and maybe even the world.

MAXWELL RAMSTAD, ’18
Delano, Minnesota
7.9 Expand the recognition platform for participation and years of giving
How you can help...

Share your stories!

Keep up the great work!

Thank-A-Giver!

Learning | Discovery | Engagement
Goal 7

Questions?