

Foundation Work Plan 2010
Adopted 2-16-10, update 9-1-1-10

- **Initiate an emergency fund endowment** (Economic engine)
 - Use matching funds of \$5,000 from proceeds of Golf Tournament and seek donations from Rotary Clubs (Lakewood, Clover Park and South Tacoma) and perhaps other service clubs – Target goal \$30,000 (currently at \$20,000)
 - Explore and initiate grant writing opportunities for emergency funds (Muckleshoot Tribe grant brought in \$5,000 of \$20k)
 - Explore other opportunities (tribe, casinos, major donors, etc) and develop plan for implementation in 2011 (continue to work on this area)
 - Solicit non-endowed funding for 2010 emergency funds (Letters out in September, \$1000 received from Lakewood Rotary, 2nd pledge possible) –
- **Increase net profits from the Golf Tournament to \$28,000** (Economic engine)
 - Board & staff commitment to get adequate sponsors and participants to meet goal(sponsorships(sponsorships at \$29400, \$1300 more that 2009)
 - Engage faculty (40 faculty and staff participated)
- **Grow the Scholarship Banquet** (Economic engine)
 - Board to invite key people (include past board members) (4current board members attended with guests, 3 past board members attended)
 - Invite employers and faculty
 - Determine measures of success (attendees, new friends, dollars, etc) (Banquet in the black \$5230, need to work on getting more people to the banquet)
- **Cultivate Faculty**
 - Connect with faculty's programs and the Foundation as a resource (setting up personal fundraising pages for several faculty, engaging faculty by visiting classrooms and seeking involvement on events and activities – e.g. graphic design for banquet, massage at golf t., speakers at Adriatic Grill event, Annual Fund up 3% even with many long-time givers no longer at school (22 new donors – 100 total).
 - Include in Golf Tournament and Banquet (see above)
 - Solicit contact information of alumni (in progress, working on alumni social media campaign for fall/winter 2010-11)
Scholarship Donors identified in graduation program to raise faculty/staff awareness
- **Board Development**
 - Initiate a skill assessment and align with Foundation needs (survey monkey project – in preparation for October retreat)
 - Provide basic education about the Foundation and the role of the board to new and other interested board members (program presentations at board meeting, two program tours scheduled, one canceled, board development trainings offered as they become available)
 - Develop a strategic board recruitment plan(in progress,potential board members are being identified)
- **Initiate Planned Giving**

- Identify first steps to include who, how, etc. (target group identified, testimonial letter planned for fall/winter 2010-11)
- Provide training offered by Key Bank
Notified of one planned gift coming soon (donor passed away in August)
- **Increase alumni connections**
 - Identify alumni to invite to and participate in the scholarship banquet (in progress)
 - Add more information to current alumni connections to include Banquet, Golf Tournament (in progress)
- **Explore naming opportunities**
 - Develop a policy for naming (draft naming policy ready for review)
 - Identify the potential opportunities, both assets and donors (in progress)
 - Analyze the timing for offering these opportunities (20 Year anniversary 2011-2012 an opportunity)
- **Establish a program of tours**
 - Identify areas of interest for tours, i.e. programs, buildings, etc (yet to occur)
 - Establish a tour schedule (has proven to be a challenge due to class schedules and board member job obligations)
 - Each board member commit to one tour with key invitee (yet to occur)

Trustee meeting report
September 8
Resource Development

Resource Development

- Proactive grants process (2 handouts)
- Online fundraising buttons (demonstration)

Foundation

Online scholarship application launch Spring, 2011

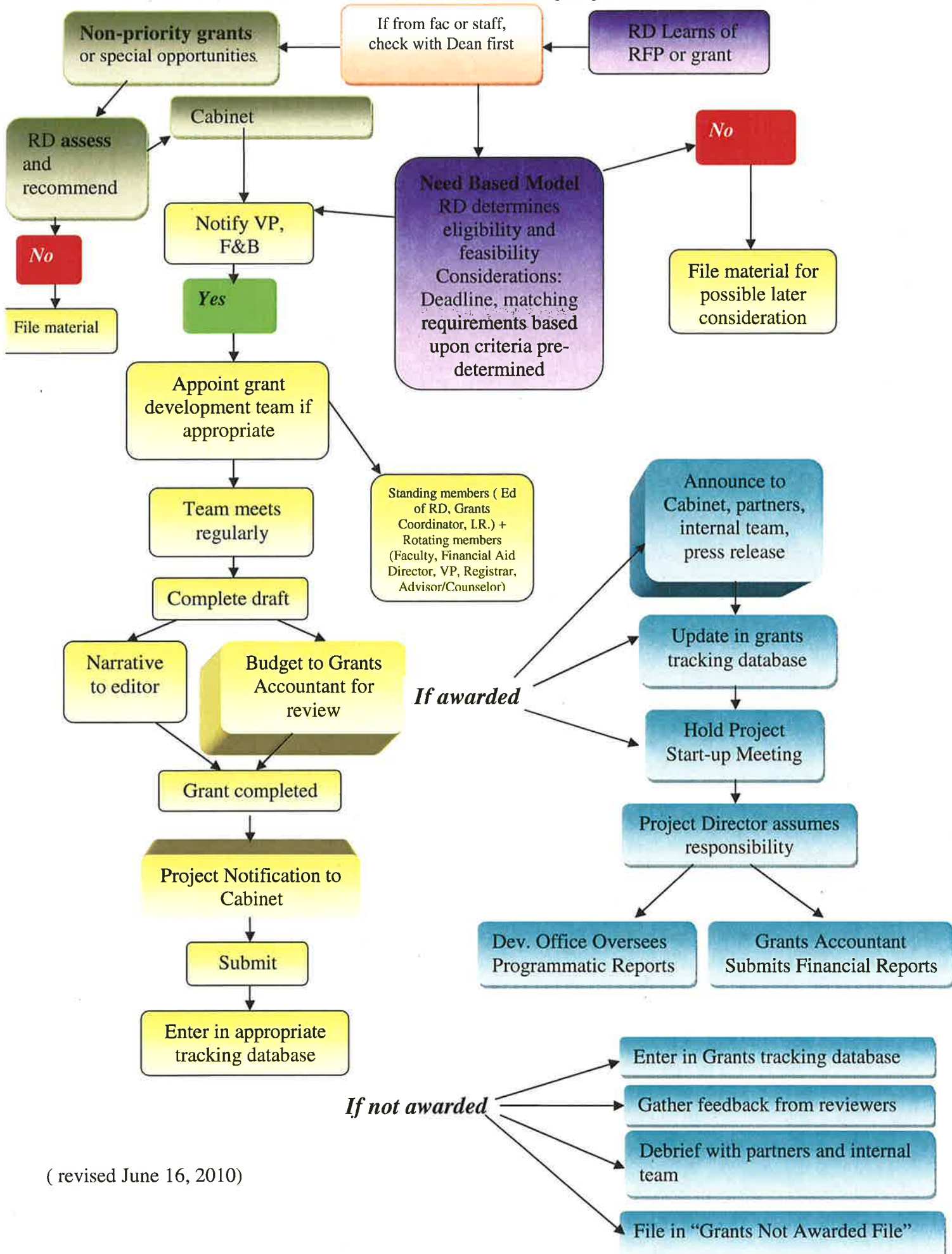
Next steps:

- Focus groups
- Software installation
- Spring quarter implementation

2010 workplan (handout)

- Planned Giving
- Board retreat, October
- Recruitment and goal setting
- Golf tournament

RESOURCE DEVELOPMENT (RD) FLOWCHART



(revised June 16, 2010)

Need Based Grant Model

