Positive Impact of PP

- Process and outcomes all positive from a philanthropic standpoint
- Donors resonate strongly with strategic planning and critical assessments that help us:
  - Hold high our values and vision
  - Reaffirm our key priorities and direction
  - Illuminate where help is most needed
  - Identify new opportunities
  - Differentiate
Our Process

• Review the Task Force Reports in order to:
  – Understand the Division of Advancement’s opportunities to work more effectively
    • Develop and execute our own Action Plans
  – Identify opportunities to align philanthropic and alumni programs in support of areas needing to be enhanced, transformed or reduced (asked to be more self-sufficient)
How we position

• Candidates for enhanced resources

  – Example: University Honors Program

    • Already a point of pride for NIU and an area of donor interest

    • Commitment to enhance allows for development of a plan and complementary case for support that can be used to create interest with donors
How we position

• Candidates for reduced resources

  – Examples: WNIU/WNIJ; Athletic Programs

  • Radio station largely sustained on federal funds and philanthropy, so a natural for enhanced fundraising

  • Golf programs ideally suited for event-based fundraising. Integration with University Advancement events can significantly increase support and help cultivate others
How we position

• Candidates for transformation

  – Example: BELIEF Program (CoB)

    • Point of pride for CoB – nationally recognized program
    • Be part of the discussion as the program itself may transform, listening critically for donor opportunities
    • Ideal candidate for naming gift/endowment
Next steps

• Complete our own work within the Division of Advancement:
  
  – Greater alignment of Alumni Relations throughout the University
  
  – Strengthen college-based fundraising
Next steps

• Complete “catalog” of opportunities from the Task Force Reports

• Work to develop specific plans for each area of opportunity

• Align plans with the Foundation’s overall priorities in preparation for NIU next comprehensive fundraising campaign
Questions?

Thank you!