

The KSU Foundation

ADVANCING

K-State

THROUGH
philanthropy

Vision 2025: Role of the foundation

- K-State 2025 drives the campaign
- Strategy study drives the campaign planning
- A campaign is one tactic to fulfill the strategic objectives of the vision

About the strategy study

- Interviews with approx. 50 philanthropic leaders are under way
- Feedback helps determine feasibility of campaign initiatives and goal
- Informs the case for support and the volunteer structure

Next steps in Planning

- Foundation board receives strategy study report in November; then campus leadership
- Campaign plan and volunteer structure developed
- “Quiet” phase commences

Partnering for success

Academic leaders are crucial to developing and advancing relationships through:

- Vision and priorities
- Communication
- Engagement
- Stewardship

Vision and priorities

- Articulating the vision helps donors understand opportunities to make a difference
- Your fundraising priorities express how the vision will be realized
- Emphasize impact of philanthropy to meet priorities and fulfill the vision

Communication

- Communicate with alumni, friends and corporate partners
- Tell your philanthropic story; you are the authentic voice
- Illustrate how giving makes a difference
- Maintain close communication with everyone

Engagement

- Be aware of your importance in the development process — carve out time
- Integrate alumni, friends and corporate partners into everyday life of the unit
- Engage advisory boards in fundraising mission

Stewardship

- Foundation thanks donors for gifts, and makes data available to units so they also can thank donors
- Develop opportunities for faculty, students and staff to assist in thanks and recognition
- Appropriate thanks and recognition are crucial to the next gift

One K-State

Collective success stems from collaboration between university staff, foundation staff, K-State Alumni Association and K-State Athletics.

QUESTIONS?

KSU Foundation