

## Resource Development Strategic Goals 2005-2006 Update

Annual Giving	<p><b><u>Implement Database Management System</u></b></p> <ul style="list-style-type: none"> <li>• Determined the college would utilize Raisers Edge to manage the Foundation, Continuing Education, KCCCK and Heritage on Aging databases after meeting with consultant and deciding how to manage multiple data.</li> <li>• Began to utilize the events module after putting the financial and scholarship modules in place.</li> </ul>
Scholarship Coordinator	<p><b><u>Streamline, Improve, Expand Scholarship Process</u></b></p> <ul style="list-style-type: none"> <li>• Began preparations in January 2006 for new scholarship database from Raisers Edge. Raisers Edge database will be pilot “scholarship” model for Blackbaud to begin marketing.</li> <li>• Handled all scholarship pieces through the Foundation office – maintaining all student scholarship records, student acknowledgement agreements, allocating funds into student accounts, etc. Application and awarding process on a defined schedule.</li> <li>• Made contact with the departments to build awareness of new scholarships and gain understanding of the students’ needs within the various departments. Began to track student needs/majors/age/etc against the scholarships offered.</li> <li>• Communicated scholarship program through classroom presentations, large group meetings (Area X counselor meeting), Career Edge Academy classes, new faculty luncheons, TGIF, print materials on campus (table tents, posters, Communiqué, toilet paper, etc).</li> <li>• Expanded scholarship opportunities to support students transferring from Kirkwood to a baccalaureate degree granting university or college.</li> </ul>
Annual Giving	<p><b><u>Streamline, Improve, Expand Scholarship Process</u></b></p> <ul style="list-style-type: none"> <li>• Established 20 new scholarships since July 2005 in the areas of Agricultural Sciences, Arts &amp; Sciences/Career Options, General and Health Sciences.</li> </ul>
Annual Giving	<p><b><u>Increase Annual Giving Contributions</u></b></p> <ul style="list-style-type: none"> <li>• Hosted two alumni meetings to discuss alumni program and are working to develop new relationships with next generation of donors.</li> <li>• Included information on alumni program in recent <i>Catalyst</i> publication.</li> <li>• Updated Foundation alumni website and added new alumni registration form and information on upcoming events.</li> <li>• Organized alumni welcome event for June 30, 2006 during Freedom Festival.</li> <li>• Worked with Information Technology on alumni mailing list and have a list of approximately 13,000 former students with addresses verified in past three years. Sent out mailing to alumni in May. Will continue to update records following this mailing via website registration and registration at Freedom Festival event.</li> </ul>

Planned Giving	<p><b><u>Build and Refine Cultivation, Solicitation and Stewardship process</u></b></p> <ul style="list-style-type: none"> <li>• Worked on innovative new ways to build and increase stronger donor relationships in planned and endowed giving. In FY 2006, four President’s dinners will have been hosted at the campus home. In October of 2005, 28 guests attended a dinner on campus to highlight the work of the START program.</li> </ul>
Major, Planned & Endowed Giving	<p><b><u>Increase Annual, Major and Planned Giving Contributions</u></b></p> <ul style="list-style-type: none"> <li>• Realized \$4.2 million in contributions from 1,000 donors. This represents a 20% increase.</li> <li>• Created new endowments totaling \$1,524,042.60. Three realized planned gifts totaling \$125,773.68, and 11 new confirmed planned gift expectancies with an approximate total deferred value that can be valued at over \$965,641.45. <ul style="list-style-type: none"> <li>○ Total <i>realized</i> planned and endowed giving amount for FY 2006: \$1,649,816.28.</li> </ul> </li> </ul>