Kirkwood Foundation
2006–2007 Goals and Action Steps

Strategic Goal 3: Increase Annual, Major and Planned Giving contributions to the *This Changes Everything* campaign.

<table>
<thead>
<tr>
<th>Status</th>
<th>Action Steps and Progress</th>
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| Meet and exceed major gifts campaign goal of $10,000,000 | - Foundation staff will work to fundraise:  
  - $8,000,000 in cash and pledges  
  - $2,000,000 in irrevocable planned gifts |
| **Action Steps/Progress** | - Follow the Plan of Campaign created for the *This Changes Everything* campaign fundraising |
| Continue to seek and secure funding for Kirkwood student programs and scholarships | Utilize personal solicitations, grants, mailings and special projects to seek funding. |
| **Action Steps/Progress** | - Promote Kirkwood Community College and the Foundation’s support of students and programs in each issue of the Catalyst and the Annual Report.  
  - Explore opportunities for funding with employees, boards and local businesses and organizations. |
| Increase employee giving to the *This Changes Everything* campaign | - Annual Giving Director will implement the employee phase of the *This Changes Everything* campaign. |
| **Action Steps/Progress** | - Utilize team champions to help promote the campaign  
  - Include campaign information in the *Catalyst*  
  - Provide updated information to employees via TEMPO.  
  - Analyze employee support to determine annual giving appeals |
| Increase retiree giving to the *This Changes Everything* campaign | - Annual Giving Director will implement the retiree phase of the *This Changes Everything* campaign. |
| **Action Steps/Progress** | - Invite retirees to a reception at the President’s home  
  - Provide information about the campaign to retirees via small group meetings and mailings  
  - Invite retirees to support the campaign through personal solicitations, letters and small group events |
| **Seek and secure funding from area business and community foundations and organizations to the *This Changes Everything* campaign** | |
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<th>Action Steps/Progress</th>
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<tbody>
<tr>
<td>• Identify campaign co-chairs and division leaders</td>
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<tr>
<td>• Conduct prospect identification and evaluation</td>
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<tr>
<td>• Organize solicitation process by division according to the Table of Investments</td>
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<tr>
<td>• Conduct fundraising according to CASE Management and Reporting Standards</td>
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**Increase board giving to the *This Changes Everything* campaign**

Director of Planned Giving will implement the board division of the *This Changes Everything* campaign.

**Action Steps/Progress**

- Utilize board co-champions to help promote the campaign to other board members
- Train board members to provide information about the campaign
- Organize solicitation process for board division

**Define a structured, annual stewardship plan for planned giving**

**Action Steps/Progress**

- Conduct a review of the Foundation stewardship program
- Identify “best practice” programs
- Formalize a Kirkwood Foundation donor relations/stewardship user’s guide
- Follow the donor relations/stewardship guide

**Create new opportunities to build relationships**

Director of Planned Giving and Vice President of Resource Development will refine and continue cultivation, solicitation and stewardship activities

**Action Steps/Progress**

- Introduce more proposals created with PG Calc software
- Import all planned giving tracking information into Raisers Edge database
- Eliminate old excel database
- Begin to utilize Moves Management program in Raisers Edge for major and planned giving constituents