Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 1: Develop and implement an annual unrestricted giving program
Develop and implement a comprehensive multi-year annual program to significantly increase unrestricted giving.

Related Measures

M 1: Tally unrestricted annual giving
Tally unrestricted annual giving
Source of Evidence: Existing data
Target:
Increase Annual Fund revenue to $200,000 for year ended December 31, 2013 with a minimum 20% annual increase thereafter for the next 2 calendar years.

M 2: Tally number of alumni, parents and friends giving
Tally number of alumni, parents and friends giving to unrestricted giving
Source of Evidence: Existing data
Target:
Increase Board Giving to $60,000 for the calendar year ended December 31, 2013 with a 20% annual increase thereafter for the next 2 calendar years; Increase number of donors who respond to direct mail from 777 to 854 and e-mail campaigns from 111 to 150; Increase number of alumni who give via Phonathon from 35 to 65.
Increase Alumni participation rate from 855 to 1,000

O/O 2: Develop and implement a major/planned gift program
Develop and implement a comprehensive a major gift and a planned gift program, focused primarily on significantly increasing restricted giving that advances UNO's philanthropic agenda. Program includes 1. Work with the UNO President, deans and administrators to identify University fundraising priorities 2. Build a pipeline of 100 individual and planned giving prospects for each development officer. 3. Identify marketing and communication tools and methods to maximize the outreach and success of philanthropy and constituent engagement. 4. Create a culture of philanthropy amongst University administrators, faculty, staff and students

Related Measures

M 3: Tally amount of restricted giving raised annually
Tally amount of restricted giving raised annually.
Source of Evidence: Existing data
Target:
1. Identify 100 individuals identified as major gift and planned gift prospects per development officer. 2. Have 5 meetings per month with President, administrators, deans, board members and Development Office. 3. Conduct 60 phone calls and e-mails per month. 4. Have 12 scheduled visits per development officer (5 to 7 individual and 3 to 5 corporations/foundation) 5. Send 2 letters of proposal per month; send 22 thank you notes per month. 6. Conduct 20 separate activities/events per year that instill culture of philanthropy.

Connected Documents
Major Gifts goals and measures documentation
Strategic Plan supporting documentation

O/O 3: Develop and implement a gift stewardship and donor recognition program
Develop and implement a gift stewardship and donor recognition program in alignment with CASE guidelines. Program will include a. cultivation of relationships with donors (or their living representatives) whose gifts established endowments at UNO. b.. establishment of giving levels/societies to recognize donors.

Related Measures

M 5: Timeliness of gifts entered
By the timeliness of gifts entered per month
Source of Evidence: Administrative measure - other
Target:
Gift entry within 3 days of receipt of gift into Development Office

M 6: Timeliness of acknowledgement letters issued
By the timeliness of acknowledgement letters issued per giving level.
Source of Evidence: Administrative measure - other
Target:
M 7: Frequency of gift reports
By the frequency of gift reports from the Foundation.
Source of Evidence: Administrative measure - other
Target:
Gift reporting every 3 days.

M 8: Timeliness of endowment reports
By the timeliness of endowment reports sent out.
Source of Evidence: Administrative measure - other
Target:
Annually

M 9: Stewarding funds - agreements and relationship confirmed
By the number of Stewarding Funds (with gift agreements and donor relationship confirmed).
Source of Evidence: Administrative measure - other
Target:
All funds have gift agreement and donor relations confirmed.

M 10: Recognition programs established
By the recognition programs actually established.
Source of Evidence: Administrative measure - other
Target:
Recognition program for annual fund leadership giving, planned giving, Board of Regent professorships and chairs and general endowment.