Mission / Purpose

MISSION The University of New Orleans (UNO) Office of Development promotes the academic and fundraising goals of UNO in the city, state, and region and nationally by developing sustaining relationships with alumni, corporations, foundations and friends who are interested in supporting UNO. VISION Through meaningful interactions with University administrators, deans, dedicated board members and the University community, the development staff will work to engage highly motivated alumni, corporations who share common goals and foundations whose philanthropic agenda's intersect with UNO's philanthropic needs. FOCUS AREAS The following plan contains recommendations concerning three areas of focus. 1. Individual & Corporate Giving a. Unrestricted, primarily annual giving b. Restricted 2. Advancement Services a. Stewardship and Donor Recognition Program

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.

O/O 2: Develop and implement a major/planned gift program
Develop and implement a comprehensive 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

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.