



Butte College Foundation Strategic Fundraising Goals 2020-2021

Goal 1: Strengthen Organizational Structure and Resource Development

- Work with Board Development Committee to recruit two new board members
- Continue to update Raiser's Edge database; begin using for mail campaigns and tracking donor interaction
- Research grant opportunities and develop proposals and letters of interest
- Produce donor communications for 100 endowment donors with an annual recap letter and student thank you letters, if applicable
- Develop email blasts to retirees, endowment donors twice a year
- Determine if a half time administrative secretary can be hired to assist with updates to Raiser's Edge and other fundraising-related duties
- Continued communication with lapsed and current donors via email and direct mail due to COVID
- Work with auditors on tax return, audit, Chancellor's Office, and State Attorney General's Office for prize drawings or other items as needed
- Continue to streamline Foundation business with NXT/Financial Edge software and clean updated accounts that have no transactions (ongoing)
- Update master agreement to reflect Title 5, and how/if the \$75,000 will be used each year to further promote Foundation goals
- Update endowment agreement with legal review
- Continue to update Foundation's web pages

Goal 2: Update Annual Fundraising Plan

- Present updated plan to the Foundation Board at February 4, 2021 meeting for approval
- Provide Foundation annual fundraising plan and report to trustees at annual joint meeting February 11, 2021
- Create a Foundation Benefits to the District fact sheet annually for presentation at joint meeting
- Develop a fundraising budget for use by the DIA and Development Officer

Goal 3: Continue Promise Scholarship Fundraising with Goal of \$2.5 million Endowment

- Make the Promise Scholarship fundraising a priority throughout the year
- Implement a direct mail or email campaign to contact lapsed donors at least twice a year
- Continue to engage and develop campus community culture to donate via payroll deductions, Giving Tuesday, and other communication channels
- Work with CPAs, attorneys, and investment brokers to build relationships and encourage a donation or planned gift to the Foundation's Promise Scholarship – provide quarterly update with who has been contacted
- Include Promise Scholarship in the Annual Report to the Community distributed to all residents in Butte and Glenn Counties
- Reach out to new prospects, particularly the agricultural community in Butte and Glenn counties

Goal 4: Manage External and Internal Events

- Scholarship Reception - August 2021 - Cancelled due to COVID-19
- Staff to create a printed program to mail to all donors and scholarship recipients similar to 2020

Manage Internal Giving Tuesday Campaign November –December 2021

- Use feedback notes from 2020 to inform 2021 campaign. Reach out to 2020 committee for engagement, and recruit more members
- Develop campaign messaging and communication, including videos and social media

Spring Gala March 2021--Event cancelled due to Covid-19

- Send letters to past sponsors
- Select a March 2022 date and work with Sierra Nevada Brewery to confirm
- Continue to communicate with Spring Gala Chair and Committee
- Reach out to prior and prospective donors to save the date

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