

Strategic Planning and Budgeting Advisory Committee
Thursday, March 15, 2018
3:00-5:00 pm

Discussion notes

NMU Foundation and fundraising campaign planning

Discussion: What training or other support do you (or your department) need to be engaged in fundraising and development?

Responses:

Need to know how to fundraise and context at NMU, including

- An understanding of overall process
- Best practices for events (e.g., Nursing 50th anniversary in 2018-19)
- Parameters for helping with fundraising, and clarification on what a department allowed to do to engage people
- An understanding of fundraising priorities in other departments
- What is the potential for fundraising?
- *Suggestion:* Role playing a relationship with a donor

Committee members shared questions that need to be answered in order for them (or their departments) to be engaged in fundraising and development.

- How do we find time for stewardship?
- How do we report how the funding has been used?
- How do we get information about the department's foundation accounts (e.g., balance and purpose of the account)?
- Which student stories should be shared and how? (*Response:* Send stories to Cindy Paavola & Foundation. Send alumni stories to Robyn Stille.)
- How do we have on-campus, direct engagement?

Submitted by: Leslie Warren