



Idaho State
University

Office of Advancement FY2022 Budget Overview

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FY20 and 21 Recap

FY 2020

- Office of Advancement assessment and relaunch
- Created organizational space for dedicated functions:
 - Principal gift outreach
 - Planned giving
 - Corporation and foundation relations
 - Additional resource for annual giving and alumni
 - Three leadership roles

FY 2021

- Established groundwork for scholarships as first university-wide fundraising priority
- Principal gift outreach and relationship building
- Business and CEO outreach and relationship building
- Hiring and capacity building / filling out organizational model

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FY22 Budget Priorities

- Capacity building for units, deans, and ISU
- Scholarship campaign outreach and launch
 - Establish brand and finalize scholarship details
 - Identify and engage 300 major gift prospects
 - Engage key constituencies in process, i.e. advocacy boards, alumni association, foundation board
 - Secure lead gifts
 - Launch campaign in fall timeframe
- Workforce alignment and partnership with business and industry
 - Agenda 1) Internships 2) Badging 3) Scholarship
 - Expand our reach to ISU alumni owned-business and C-level alumni
 - Develop market-oriented initiatives to improve ISU's profile and position

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FY22 Budget Priorities

- Reset annual giving
 - Prioritize and define a “family of funds”
 - Add new and additional solicitations
 - Reimagine I Love ISU
 - Serve as central operational clearinghouse for all annual giving activity
- Market expansion and pipeline development
 - Recruit and deploy student “Engagement Officers”
 - Create alumni career networking opportunities
 - Continue Town halls, advocacy boards
 - Engage prospects with President, VPs, and deans

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Strategic Investment Requests

- The only investment we need is your time to dedicate to engaging in the advancement plan!
- No new funding requests for Office of Advancement in FY 2022
- New organizational growth made possible by incremental funding from Idaho State University Foundation

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Discussion

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