

## **UNC Greensboro University Advancement**

### **End of Fiscal Year 2018 Fundraising Efforts**

#### **I. Goal of 100% participation from University and academic unit advisory boards:**

- a. Board of Trustees
- b. Excellence Foundation
- c. Alumni Association Board of Directors
- d. Board of Visitors
- e. HES Foundation
- f. Weatherspoon Arts Foundation
- g. Academic Unit Advisory Boards
- h. University Library Boards
- i. Spartan Club
- j. Chancellor's Council

#### **II. Additional mail/email/telefund solicitations planned by University Advancement**

- a. All academic units will send another appeal before June 30<sup>th</sup> (new))
- b. Chancellor's appeal will drop in May 2018 (earlier than last year)
- c. Special, targeted appeals to class years where we have not retained donors (new)
- d. Additional telefund shifts planned to include more daytime calling
- e. Utilize GOLD Alumni Council to help increase participation from graduates of the last decade (new)
- f. LYBUNT calling effort through all of June

#### **III. Goal of 100% giving from gift officer pipelines**

- a. Gift officers to review pipelines and ask anyone who has not made a gift yet this year to consider a contribution (new)
- b. Chancellor willing to make end of fiscal year calls to help close gifts