



Division of Student Affairs Strategy for Fundraising

The Division of Student Affairs Strategy for Fundraising is built on the knowledge that our programs and services have a positive impact on student success, and through investment of philanthropic resources, we are able to enhance the student experience through providing greater access to and delivery of programs and services.

The Division of Student Affairs partners with the OSU Foundation in connecting donors and potential donors who believe and want to invest in the impact of programs and services provided by the Division of Student Affairs. With limited but highly effective fundraising resources (Mike Moran, Denise Harrison and Jesus Rangel) who are only partially dedicated to the division, and the vast philanthropic opportunities within the division, we must focus our efforts in a way that utilizes our support from the OSU Foundation toward philanthropic opportunities that has the greatest likelihood of donor interest and most direct impact to student success.

The Division of Student Affairs Strategy for Fundraising will be focused on three fundraising categories. These fundraising priorities help advance our [division-wide priority and actions](#), which focus on transforming our practices, processes and policies to address inequitable outcomes for students of color. Fundraising will be done at a divisional level, with all leaders operating within our fundraising framework. The first and highest priority is to increase **ACCESS** for students of color, first-generation, high financial need and students with underrepresented identities to programs and services in the division that have been proven to impact student success. Program leaders can [apply](#) for use of ACCESS funds from the Student Affairs Student Success Fund to support their programs. Secondly, fundraising efforts will contribute to enhancing the **DELIVERY** of existing and proven high impact programs and services, followed by funding new and innovated programs and services that promote a **CAUSE** or institutional priority. The VPSA and OSU Foundation will further focus on specific areas within these categories (ACCESS, DELIVERY AND CAUSE).

While this fundraising plan provides a strategic framework for how we allocate our fundraising resources, the division remains responsive and open to other gift opportunities in alignment with donor feedback and interest. Potential donors and departments are welcome to present gift ideas and fundraising opportunities to the VPSA and Senior Development Officer Mike Moran.

Category 1: Increase ACCESS

This first category is a division-level fundraising priority that provides funds for students to participate in high-impact programs and services. Programs must be designed to develop student skills and/or provide

experiences to assist with their educational persistence, completion of their degree, and advancement to career or continued education. These funds will be targeted to support students of color, students with high financial need and other underrepresented student populations.

1. Accounts:

- a. These accounts will hold resources for ACCESS:
 - i. Student Affairs Student Success Fund
 - ii. Educational Opportunities Program (EOP) funds, including the Black Student Access & Success Fund
 - iii. Cultural resource center funds
 - iv. Human Services Resource Center funds
 - v. High Promise Scholarship Fund

2. Stewardship:

- a. The Office of the Vice Provost for Student Affairs and respective program leaders are responsible for stewardship.

Category 2: Enhance DELIVERY of Programs

This category is program-level fundraising that supports programs or services already in place that are showing high impact. Examples of the types of programs include those that have proven to build community and belonging at Oregon State University, those that support the overall health and well-being of the students at OSU, and those that support students from historically underserved populations (i.e. students of color, high financial need). VPSA and OSU Foundation will contribute program-level efforts in the focus areas highlighted at the end of this document. **Program-level fundraising outside of the identified focus areas requires approval from the VPSA and Senior Development Officer Mike Moran.**

1. Accounts:

- a. Includes department-level and program-level accounts.
 - i. Examples of accounts: Greek Life, Collegiate Recovery Community, Alternative Break and other student leadership programs, Military & Veteran Resources, Career Development Center, etc.
 - ii. Examples of uses: programming and activities, service subsidies/off-setting cost of delivery, program endowments, mentor programs, etc.

2. Stewardship:

- a. The focus of these accounts is to allocate resources to enhance or expand a specific program. Units/departments should steward their current donors and may have the opportunity to present a philanthropic opportunity upon interest by a donor.
- b. Program leaders and department heads are responsible for stewardship.
- c. Each program leader is expected to have a plan on utilizing the resources per the gift agreement and/or fund guidelines.

Category 3: Support University-wide CAUSES

This category is division- and program-level fundraising for new or emerging initiatives, engagement opportunities and/or programs whose creation and implementation are grounded in evidence-based approaches for highest impact and are areas of high community interest. The VPSA and OSU Foundation team will lead fundraising efforts for this category and will request assistance from program leads as opportunities are presented.

1. Accounts:

- a. There are two division/central accounts that will hold resources for causes:
 - i. Student Affairs Student Success Fund
 - ii. VPSA Excellence Fund
- b. Examples of uses: student health and wellness, including student mental health and sexual violence prevention; diversity, equity, and inclusion initiatives; and food insecurity.

2. Stewardship:

- a. The focus of these accounts is to have the ability to direct funds to emerging priorities.
- b. VPSA and associated program leader is responsible for stewardship.

Division of Student Affairs Focus Areas and Fundraising Goals

Focus	Baseline → Stretch Goal
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ACCESS:

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|---------------------------------------------------|-------------------------|
| 1. Student Affairs Student Success Fund | \$1M–\$1.5M annually |
| 2. Educational Opportunities Program (incl. BASI) | \$100K–\$150K annually |
| 3. Cultural Resource Centers | \$25K–\$50K annually |
| 4. Human Services Resource Center | \$50K–\$100K annually |
| 5. High Promise Scholarship | \$75K – \$150K annually |

DELIVERY:

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|----------------------------------|-------------------------|
| 1. Greek Life | \$50K – \$100K annually |
| 2. Collegiate Recovery Community | \$25K – \$50K annually |
| 3. Military & Veteran Resources | \$25K – \$50K annually |

CAUSES:

Given the nature of fundraising in this category, goals will be identified as we learn the level of philanthropic interest.

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|-------------------------------------------------------------------|-----------------------|
| 1. Diversity and Inclusion | \$Unknown Opportunity |
| 2. Student Health and Wellness (incl. sexual violence prevention) | \$Unknown Opportunity |

Total Goal: **\$3M annually; \$15M over campaign**