



Division of Student Affairs Strategy for Fundraising 2019 through 2021

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 Emily Anderson) 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 towards philanthropic opportunities that has the greatest likelihood of donor interest, and most direct impact to student success.

The Strategy for Fundraising in the Division will be focused on three fundraising categories. 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. 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) in 2019 through 2021.

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. Funds for access will be available for programs to offer as scholarship/grants for interested students. Programs must be designed to develop student skills and/or provides educational experience 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. There are two Division/central accounts that will hold resources for ACCESS:
 - i. Student Affairs Student Success Fund (4100-770340)
 - ii. Parent & Family Fund (4100-770180)

2. Distribution:

- a. Funds will be allocated from the VPSA to program leaders to offer access grants.
 - i. Examples include grants to cover student cost to attend an Alternative Break, enroll in a career exploration course, enroll to achieve an ALI certification, internship opportunities, etc.

- ii. Program leaders can [apply](#) for use of ACCESS funds to support student participation in their program.

3. Stewardship:

- a. The focus of these accounts is to put resources in the hands of students to be able to take advantage of existing “difference-making” opportunities. Specific programs and services will be highlighted to encourage additional philanthropy, with funds going to the divisional account for possible distribution across other high impact Division programs.
- b. Office of VPSA and respective program 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 wellbeing 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 2019-2021 focus areas, highlighted at the end of this document. **Program-level fundraising outside of the identified 2019-2021 focus areas must obtain approval from VPSA and Senior Development Officer (Mike Moran).**

1. Accounts:

- a. Department-level and program-level accounts
 - i. Example: High Promise Scholarship, Greek Life, EOP, Alternative Break, UHDS, Rec. Sports, Cultural Centers, Leadership, etc.
 - ii. See section on Division 2019-21 Focus Areas and Fundraising Goals on which programs will have Division/OSU Foundation emphasis.

2. Distribution – Use of Funds:

- a. Funds raised will be placed directly in association Foundation account.
 - i. Funds raised to enhance program delivery will be used at direction of the department head and department head’s Executive Director or AVP.
 - ii. Examples of uses: programming and activities, service subsidies/off-setting cost of delivery, program endowments, mentor programs, etc.

3. Stewardship:

- a. The focus of these accounts is to allocate resources to enhance or expand a specific program. Units/departments may steward their current donors, and may have 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.

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 three Division/central accounts that will hold resources for Causes:
 - i. Student Affairs Student Success Fund (4100-770340)
 - ii. Parent & Family Fund (4100-770180)
 - iii. VPSA Excellence Fund (4100-770040)

2. Distribution:

- a. Distributed by the VPSA
- b. Used to launch a new initiative, raise awareness, leverage other campaigns
 - i. Funds raised to enhance program delivery will be at direction of the department head and department head’s Executive Director or AVP.
 - ii. Examples of uses: Food Insecurity, Faculty/Student Mentor Program, Black Access and Success Initiative, Native Access and Success Initiative, etc.

3. 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 2019-2021 Focus Areas and Fundraising Goals:

Focus **Baseline → Stretch Goal**

Access:

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| 1. Student Affairs Student Success Fund: | \$1M – \$1.5M annually |
| 2. Parent & Family Fund | \$100K – \$200K annually |

Delivery:

- | | |
|--------------------------------------|--------------------------|
| 1. High Promise Scholarship | \$150K – \$300K annually |
| 2. Educational Opportunities Program | \$50K – \$100K annually |
| 3. Greek Life | \$50K – \$100K annually |
| 4. Collegiate Recovery Community | \$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. Food Insecurity | \$Unknown Opportunity |
| 2. Diversity and Inclusion | \$Unknown Opportunity |
| 3. Mental Health | \$Unknown Opportunity |

Total Goal: **\$3M annually; \$6M over FY20 – 21**