

**ALBANY STATE UNIVERSITY  
NATIONAL ALUMNI  
ASSOCIATION**

Resource Development Plan

# METHODS OF FUNDRAISING

1. Event
2. Sale or Raffle
3. Grants
4. Donations/Pledges
5. Gifts (Land, Life Ins, Stocks)

# DONATIONS & GIFTS WHY?

- Time to change the culture
- Each year adds new members to data base
- Establishes an ongoing track to run on

## DO THE MATH

- $700 \times \$10 = \$7,000$
- $700 \times \$25 = \$17,500$
- $700 \times \$30 = \$21,000$
- $700 \times \$40 = \$28,000$
- $700 \times \$50 = \$35,000$
- $700 \times \$60 = \$42,000$
- $700 \times \$75 = \$52,500$
- $700 \times \$100 = \$70,000$

# PHASE I

## Things to Establish

- 1) the purpose for raising funds
- 2) the target amount of funds/goal
- 3) the vehicle(s) to be used to reach the goal and
- 4) the group to solicit

# THE PURPOSE WHY DO PEOPLE GIVE

“People don’t give to buildings and things, they give to their passion.”

John Maxwell

Note: Discover their passion!

# PHASE I THE PURPOSE

## Scholarships & General Operation of NAA

- Establish scholarship need by obtaining information from The University
- Example: the number of students turned away/sent home due to lack of funds
- Obtain examples of dollar amounts
- General Operation Expenses

# PHASE I GOAL

Should be realistic and based on the facts

Short Term – Homecoming 2019

Long Term – 2020 (TBD)

# THE VEHICLES TO BE USED

- Chapters
- USPS
- Email
- Social Media (Twitter, FB, Go Fund Me, etc)
- NAA Web Page

# THE GROUP TO SOLICIT

- Chapters and their membership base
- Inactive Alumni
- Friends & Associates

# RESEARCH OUTSIDE RESOURCES

- Institutions of Higher Education
- Business Institutions (Profit and Non-Profit Sectors)

# THE NEXT STEP

- Establish Team
  - Strategic Plan Volunteers (2018 Planning Conference)
  - Chapters
- Establish Means of Communication
- Establish Meeting Schedule
- Begin Implementation