UMKC Foundation Business Plan

Key Goals

**# 1 - Providing UMKC benefactors the best philanthropic experience;**

Competition for philanthropic gifts is at an all-time high with more non-profit organizations in the United States than ever before in history. It is therefore critically important for organizations to retain their current donors, in addition to attracting new donors, because current donors are most often an organization’s best prospects for future gifts.

In order to retain and attract the number of donors needed to meet the financial goals of the foundation, the implementation of a world-class donor stewardship program is necessary.

**# 2 - Increasing alumni giving participation to 15%;**

The future of UMKC’s philanthropic support is highly dependent on raising the level of annual and alumni giving. For obvious reasons, alums are often responsible for a university’s largest gifts, and therefore strong focus on maximizing the number of alumni who give and the proper stewardship of alumni should be of highest priority.

**# 3 - Growing UMKC Foundation toward self-sustainability;**

A key goal for the UMKC Foundation is to reach self-sustainability. State and Federal funding for public universities continues to shrink, while the cost of higher education continues to rise. For many universities facing these challenges, philanthropy has provided financial resources to support important programs and endowments. Historically, fundraising is supported directly from the general university budget, or through annual fees charged to the endowments under management and fees taken from new non-endowment gifts.

**# 4 - Increasing planned giving expectancies by 25%;**

As the UMKC alumni base grows and ages, the opportunity exist to engage alumni and donors with planned giving solutions that will address the alumni’s personal estate planning objectives and benefit UMKC.

**# 5 - Being recognized as an employer of choice to top area fundraising professionals;**

As with any organization, employees are the most important asset. In order to attract and retain the brightest and best fundraising professionals, the UMKC Foundation must be an employer of choice. The demand for qualified fundraisers exceeds the supply, consequently, many fundraisers are enticed to move to other organizations long before they yield their highest production for an organization.