### Mission Statement:
The mission of the Office of Annual Giving is to serve the University by generating financial support that fosters fiscal sustainability\(^1\) at Georgia Southern University. The Office of Annual Giving supports its reporting division, The Office of University Advancement, through helping secure private, alumni, and community resources\(^2\). Ultimately, this yields valuable funds for Georgia Southern which are not available through its budget from the State of Georgia.

\(^1\)Shows alignment with university strategic theme  
\(^2\)Explains how the unit supports its reporting division

### Goal:
The Office of Annual Giving will help secure private, alumni, and community resources to provide valuable funds for Georgia Southern.\(^{1,2}\)

\(^1\)Clearly describes what the unit will accomplish  
\(^2\)Aligns with the unit mission, which aligns with that of its reporting division, as well as university strategic theme

### Strategic Theme Relationship: Enhance Fiscal Sustainability\(^1\)

\(^1\)States alignment with strategic theme

### Objective 1:
The Annual Giving unit will increase\(^1\) the fundraising amount for the pre-call strategy used in Georgia Southern’s “A Day for Southern” campaign through implementing strategies that will invite more donors and higher contributions\(^2\) to the Annual Fund.

\(^1\)Focuses on improvement  
\(^2\)Aligns with mission focus to “secure private, alumni, and community resources”

**Note:** All objectives for this unit are assessed in this cycle, so no timeline is needed.

### Implementation Strategy:
The Office of Annual Giving uses an established, effective “pre-call” strategy to contact local businesses, often large, corporate or chain entities, in order to raise key gifts before ADFS. Chain-of-command issues often complicate the donation process and prohibit decision making by these potential donors in a single day. In prior years, therefore, these businesses were approached in advance of ADFS, in hopes that gifts be received by the end of the campaign. Because on-the-spot commitments can also be difficult for smaller businesses, in FY 2012, the “pre-call” strategy was expanded to contact smaller businesses in the local community\(^1\), allowing more time for commitments to be made and, ultimately, pledges to be received\(^2\).

\(^1\)Text leading up to here has provided a detailed description of why this strategy was developed.  
\(^2\)More received pledges should yield more funds raised, connecting directly to this objective.

### Measurement Tool:
Annual Giving Staff worked with Foundation Accounting and Advancement Services to develop an Excel report\(^1\) that provides a list of the small businesses that have been added to the pre-call list and their contributions. The Office of Annual Giving uses this report to determine if these additional contacts made in advance of ADFS yielded an increase in donations from this sector of the community\(^2\).

\(^1\)Description of development
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<tr>
<th><strong>Data Collection Process:</strong></th>
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<td>The Annual Giving staff(^1) examined the Excel reports from Foundation Accounting and Advancement Services(^2) to determine if pre-calling small businesses generated more donations than only contacting small businesses during the ADFS’s standard campaign period (as done in prior years). Data are based on comparison of prior two years’ data without these additions to the pre-call list to current year’s results which include these additions.(^3)</td>
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\(^1\)Tells who will use the tool to interpret the findings
\(^2\)Tells who will provide the data
\(^3\)It is clear that the unit can use this comparative data to make justifiable claims.

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<th><strong>Target:</strong></th>
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<td>During the pre-call strategy that involved large businesses only, the Annual Giving staff raised $69,920 in FY 2010 and $70,420 in FY 2011. The pre-call strategy for FY 2012 to contact small businesses will add nine contacts, and the target is to raise 10% more(^1) ($7,042) than the previous year. The decision to raise the fundraising by 10% coincides with the Vice President of University Advancement’s established standard of increasing its total fundraising by 10% each fiscal year(^2).</td>
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\(^1\)Indicates specific achievement mark (10% more)
\(^2\)Explains how the target was developed

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<th><strong>Findings &amp; Analysis:</strong></th>
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<td>After examining the reports, Annual Giving Staff found(^1) that adding the small businesses to the pre-call strategy resulted in $7,700 additional dollars ($658 above the target) contributed by seven small businesses(^2) to the Foundation fund (not including money contributed to Athletics) during the ADFS campaign. Although this may seem minimal compared to the $265,146.12 dollars generated for ADFS in FY 2012, this amount of contribution was significant to the Annual Giving efforts as it simply helped increase the amount generated by ADFS campaign. Therefore, the implementation strategy of adding small businesses to the pre-call strategy was deemed successful and should be considered for future development to improve the results of future AFDS campaigns(^3).</td>
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\(^1\)Indicates discussion
\(^2\)Detailed and directly related to the objective
\(^3\)Findings used to lead to action plan

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<th><strong>Action Plan:</strong></th>
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<td>Based on FY 2012 findings and analysis for the pre-call strategy including small businesses(^1), the Annual Giving staff(^2) desires to improve the methodology of assigning pre-calls to generate additional funds. The enhanced strategy will aim to assign pre-calls to a volunteer who personally knows the contact person within that organization(^2) (based on previous calls or other relationships). When these calls are made, the volunteer will stress the importance of supporting the University as it is integral to the growth and sustainability of the community. Additionally the Annual Giving staff will introduce written correspondence one month ahead of the pre-call(^4) to notify that small business contact that they will be hearing from a representative of Georgia Southern. These changes should help increase our efficiency and increase the contributions to ADFS.</td>
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</table>

\(^1\)Shows that the plan is developed from the finding
\(^2\)Specifically states what the unit will do
\(^3\)Shows input from multiple people
\(^4\)Tells specifically who will be responsible for what and when

*Note: Action plan contains specific detail (notes 2 and 4) regarding who will be responsible for what and when.*