

BOA Fundraising Committee Work Plan 2012

Vision: encourage BOA philanthropy and to support the objectives of the development office by engaging alumni. The primary ways the fundraising committee recommends achieving this vision for 2011/12 are:

1. Ensure 100% participation in the Annual Fund by the BOA and meeting recommended minimum giving levels by BOA members.
2. Propose the following increases to the recommended giving levels thereby increasing year over year dollar participation and funding the Annual Giving Challenges:

Year	Current	Proposed
< 5 years	\$120.00	\$130.00
5-10 years	\$240.00	\$250.00
11-14 years	\$360.00	\$375.00
15-19 years	\$480.00	\$500.00
> 20 years	\$600.00	\$650.00

3. To increase Board of Alumni participation in the stewardship or thanking gift contributions as requested by the development office.
4. Raise awareness of Annual Fund, Board of Alumni generosity, and the Micro Challenges at College on and off campus events