

Purpose and Scope

Donor Development Committee

Lewis and Clark College Board of Alumni

As of February 13, 2019

Purpose

Grow alumni participation in financial giving to Lewis and Clark across all the college's institutional development programs, especially the Annual Fund. Leverage the Board of Alumni leadership as fully participating active givers, to broaden the base of Lewis and Clark alums who actively give.

Scope

- Ensure Board of Alumni member personal participation in institutional development, especially the Annual Fund
- Build and establish consistent and active participation of Board of Alumni members in the "Philanthropy Council"
- Recruit alumni from across classes to actively participate in the Philanthropy Council
- Provide Board of Alumni leadership in making solicitations, particularly to the Annual Fund, through peer-to-peer asks of other Lewis and Clark alumni
- Help build institutional history by coordinating closely with the Lewis and Clark Institutional Advancement team, to ensure alumni information, solicitation history and giving is systematically captured (working through the Philanthropy Council will address this)

Outcomes and Activities

- Establish for the Board of Alumni an annual goal for "broadening the base" of new givers and re-starting previous givers
- Maintain 100% Board of Alumni participation in giving
- Establish clear policy for expectations of Board of Alumni giving consistent with the Leadership Society giving program
- Establish annual targets for Board of Alumni participation on the Philanthropy Council
- Establish annual targets for Philanthropy Council members recruited by Board of Alumni members
- Establish a "speaker's bureau" of Board of Alumni members (or actively participate in a speaker's bureau run by the Philanthropy Council) which would be available to make asks and sensitize audiences to the role of fundraising at public events such as Homecoming and Alumni Weekend. Speakers would be trained in making effective appeals.