



**Consolidation Committee
Final Report**



Committee Details

Date: June 28, 2016

Committee Name: **OWG 35 Fundraising**

Committee Co-Chairs: **Andrew Floyd and Randae Davis**

Functional Area: **Advancement, Development, and Alumni Affairs**

Functional Area Coordinator: **Randae Davis**

List the major tasks your committee will need to take to accomplish your deliverables. Please provide more details for the tasks leading up to the SACSCOC Prospectus development.

Major Tasks for Committee Tracker from Final Planning Document and Recommendations

Task: Consolidate fundraising efforts
Recommendation and/or Action Taken:
<i>Recommends that Darton State College and Albany State University consolidate fundraising efforts as soon as allowable by USG:</i>
The Albany State University (ASU) and Darton State College (DSC) Offices of Institutional Advancement have common goals and objectives that drive their operational models. Activities such as Annual Fund Giving, Faculty/Staff Giving, Foundation/Corporate Relations, and Planned Giving are essential parts of the Fundraising model of both offices. The process of consolidation of the two offices began with the appointment of a permanent Vice President of Institutional Advancement. The process is ongoing as the staffs of both offices work collaboratively on mutual projects. Other activities such as Advancement Services, Donor Relations, and Alumni Affairs are also integral to fundraising, but they are covered under separate OWGs. President Arthur Dunning and President Richard Carvajal are jointly coordinating OWG activities related to the ASU and DSC Foundations.
Task: Consolidate fundraising efforts
Recommendation and/or Action Taken:
<i>Adopt and consolidate into one optimal fundraising model:</i>
The process of adopting an optimum fundraising model will include review and analysis of the



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operational “best practices” of both offices and combining them into one consolidated fundraising effort. This will include revision/update of policies and procedures to capture acceptable fundraising practices; increasing efficiency through the best utilization of resources (i.e. software, equipment, etc.) and, elimination of duplicate prospect/donor outreach by targeted cultivation of prospects/donors. Targeted donor outreach will be based on but not limited to historical relationships, donor affinity/priorities, and capacity to give. Some of these activities have already begun (revision/update of policies) and ALL will be ongoing as we perfect our fundraising model.
Task:
Recommendation and/or Action Taken:
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Recommendation and/or Action Taken:

Other/Final Comments (if any):



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