Development Officer Annual Report for
July 01, 2003 to June 30, 2004
Submitted by Lesley Mackay

Instructions:
• Deadline for submission is July 1, 2004
• Submit no more than 2 pages.
• Use bullets.
Major Accomplishments:

- Organizational
  - Wrote case statement
  - Created structure for staff participation in development

- Enrolled staff in development work, including attending staff presentation, contributing to case statement, donor work, visits

- Donor Relations
  - Filed 273 call reports for fiscal year
  - Substantial contributions to “clean up” of donor relations for RGHC

- Three successful events: Homecoming, President’s reception, RGHCS annual meeting

- Instigated investigation of future of Library Associates group

- Communications
  - Led production and handled distribution of the RGHC Calendar
  - Successful written communications program: letters, proposals, marketing materials, and presentations

- Personnel
  - Worked successfully with all levels of Library staff. Widespread effort to enroll staff in pro-development outlook and appropriate development work.

  - Intensive cultivation of development officers across campus

  - Intensive collaboration with all facets of University Advancement staff

- Programs
  - Annual Fund down by 40% due to University Advancement restructuring. Worked successfully with University Advancement and personally conducted successful library-based lapsed-donor mailing in Spring 2004. Congratulated by University Advancement on results.


  - Major gift program growing. Successful solicitation of more than 10 major gifts in fiscal year. Considerable cultivation—multifaceted effort on behalf of securing additional gifts in coming fiscal years.

- Strategic Goals/Targets
- Continue to move existing major gifts prospects forward; solicit 10 major gifts
- Identify, qualify, and cultivate more major gifts prospects
- Continue to market endowment and establish 5 new endowments
- Continue program of external and internal communications

Trends/Issues:
- Purpose, public profile, and future of Friends’ groups
- Staff participation in development
- Importance of Endowment
- Profile and role of Library in campus fundraising
- Donor-driven major gift work
- Library fundraising priorities
Significant Faculty/Staff Accomplishments:

- Degree Completion

- Grants Awarded: Awarded two GO Bond grants in support of MFA-creative writing program; worked with professors in program to develop title requests; personally wrote narratives.

- Presentations; all-staff presentation, October 2003, on fundraising, campaign, case statement; developed Powerpoint presentations for Dean Titus to present at ALADN and ALA conferences on case statement and role of library development officers

- Publications: none

- Other (e.g. awards, etc.) Nominated by *Puerto del Sol,* for Pushcart Prize, the annual national small press prize, for essay published in 2002