



**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
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- 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
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- 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.
    - Endowment program growing. Marketed endowment to almost all donors. Featured endowment in case statement. Developed endowment fact sheet. Opened three new endowments. Grew existing endowments.
    - 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.
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- 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