

Special by Design: A Framework for Fundraising Initiatives

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Strategic Initiatives







Spokane, Washington



ZAGS 360

ACTIVATE
ACCOMPANY
ACHIEVE

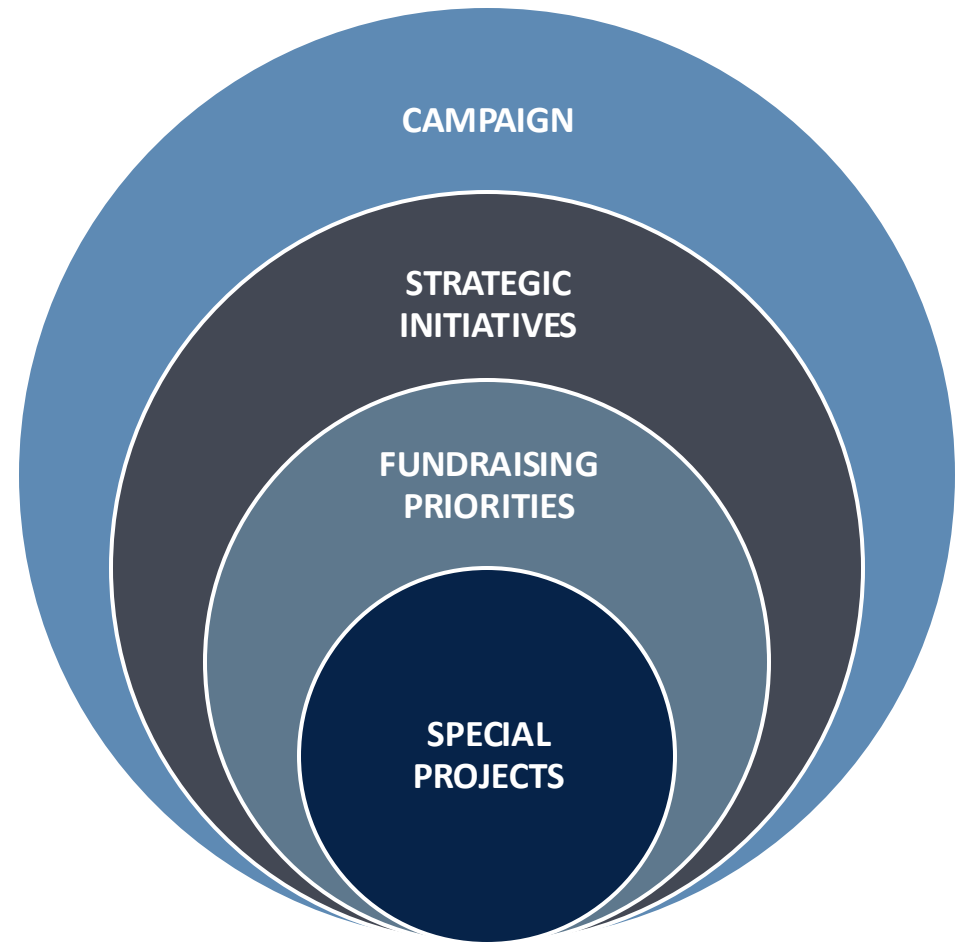


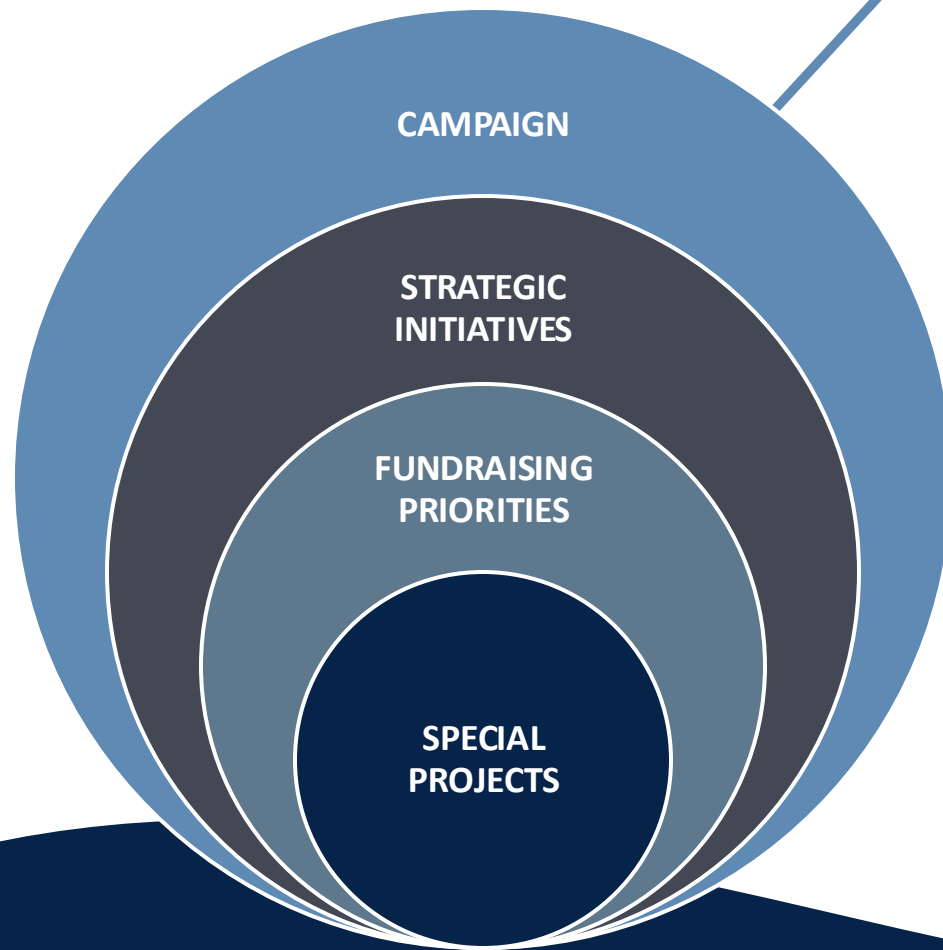
- Expansion of a single donor family's support for student-athlete mental health
- Driven by donor enthusiasm and vision, a mission-aligned initiative emerged from an otherwise "one-off" idea



- Strengthened advancement's partnership with athletics
- Led to the adoption of a similar model in student affairs
- Sparked more projects in partnership with the family
- Inspired other donors to support the initiative, too

The guiding categories

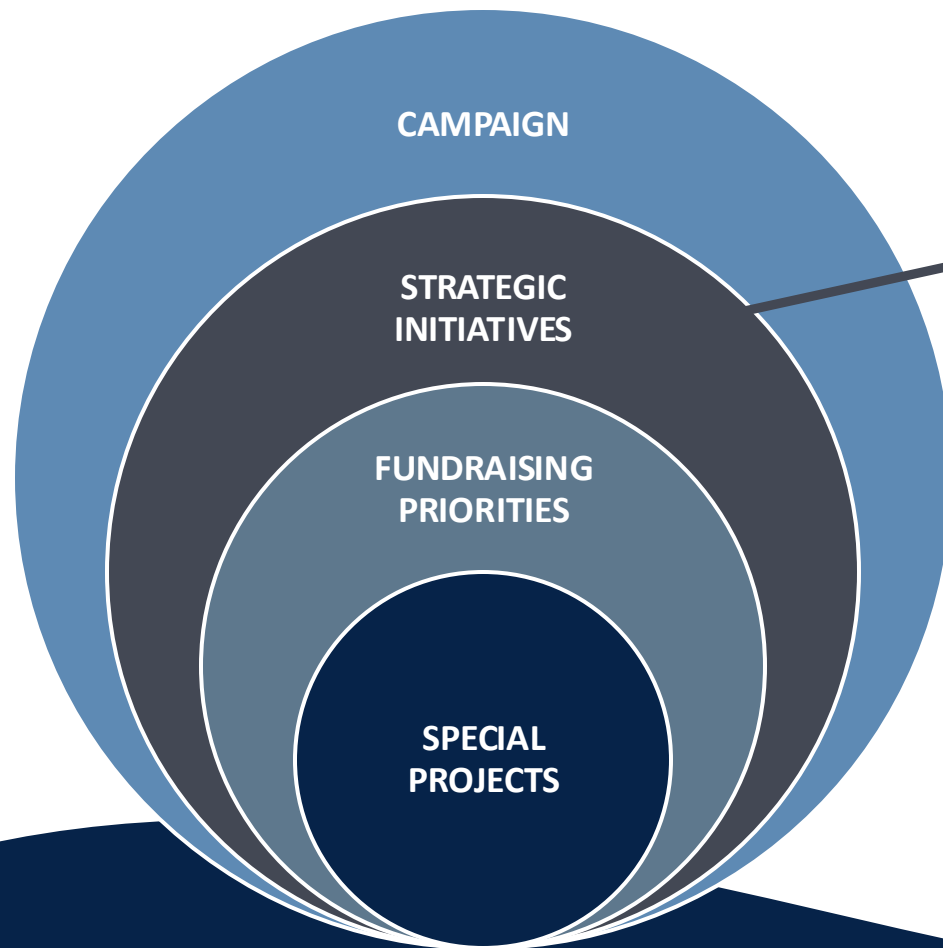




CAMPAIGN

Capital projects and initiatives that are:

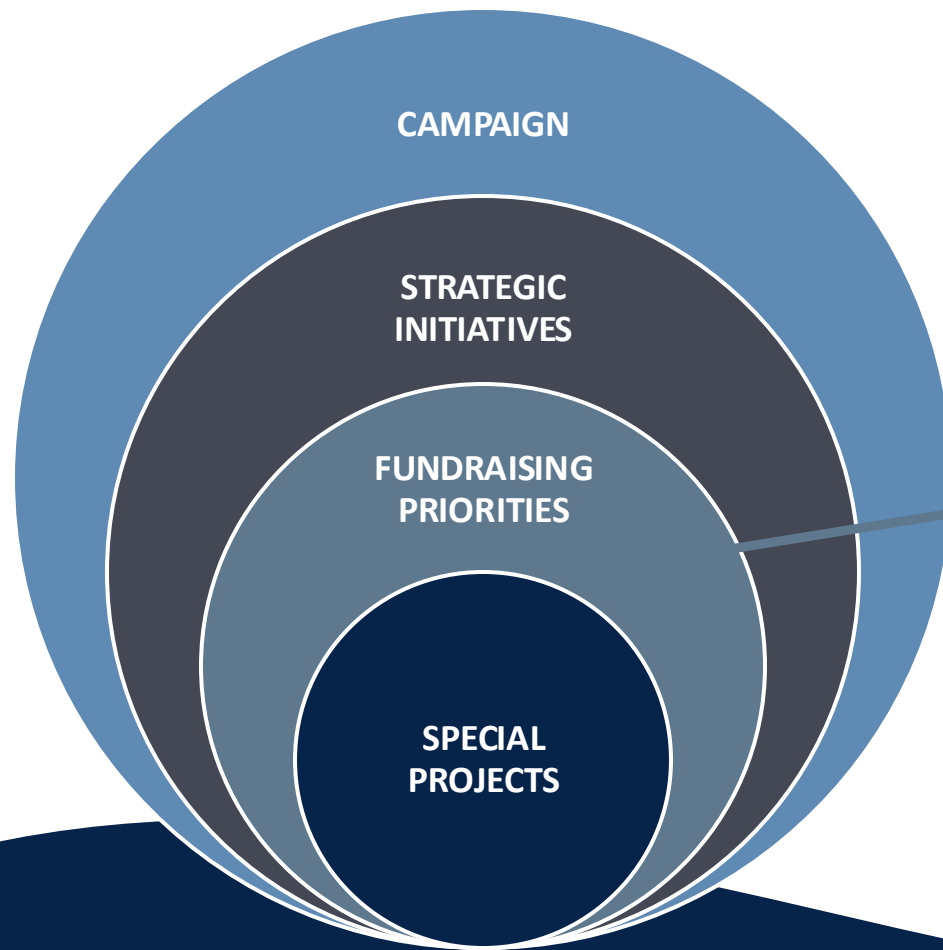
- Vetted for the feasibility of fundraising **and** fulfillment
- Transformational for the future of the University and its students
- **Derived from the Strategic Plan**



STRATEGIC INITIATIVES

Endeavors for which Advancement actively engages in messaging and fundraising that are:

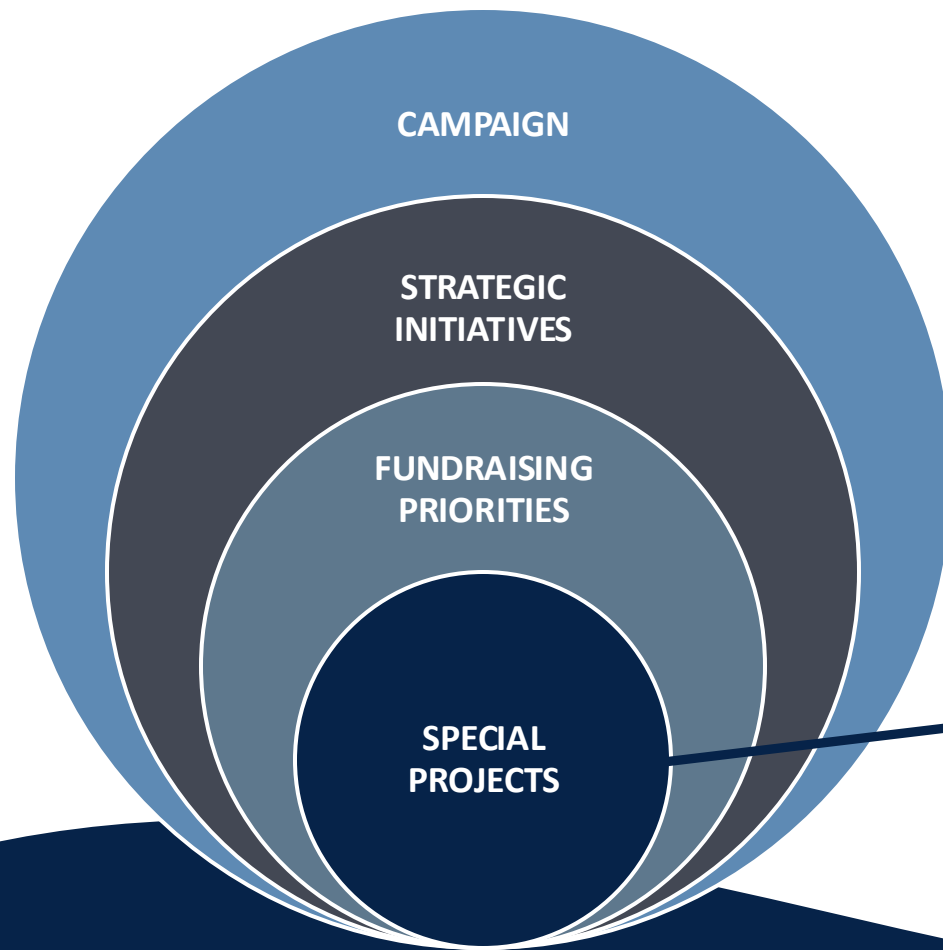
- Vetted for feasibility of fundraising **and** fulfillment
- Furnished with defined outcome goals
- Assigned prospect pools
- Equipped with materials for idea testing with lead donors
- Ready for collateral to employ in mid-scale major and principal level fundraising



FUNDRAISING PRIORITIES

Endeavors for which Advancement actively engages in messaging and fundraising that are:

- Vetted for feasibility of fundraising **and** fulfillment
- Furnished with defined outcome goals
- Assigned prospect pools
- Equipped with materials for idea testing with lead donors
- Prepared collateral to employ in large-scale fundraising at all levels



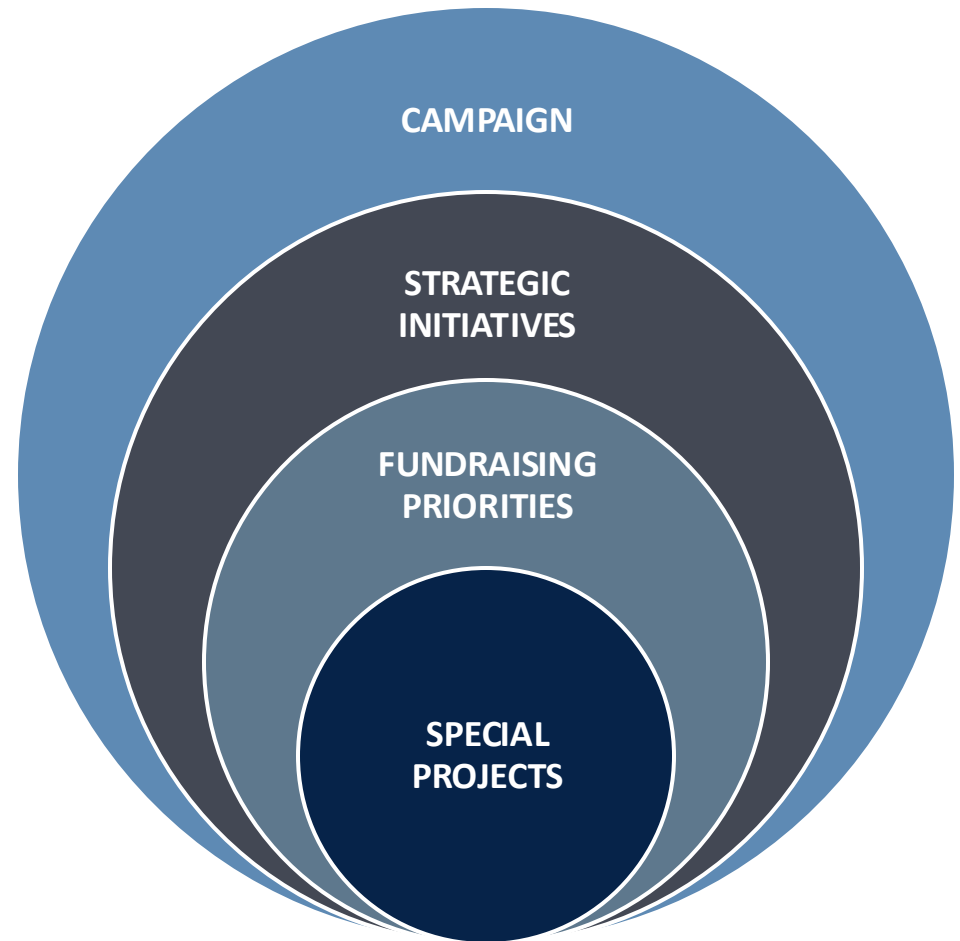
SPECIAL PROJECTS

Projects that:

- May or may not involve fundraising elements
- Involve principal-level donors
- May impact fundraising priorities, strategic initiatives and the campaign
- Engage campus partners, organizational or corporate partners
- Play a crucial role in future Advancement initiatives

The categories help:

- Match the right opportunity to the right donor
- Tailor collateral
- Time asks strategically
- Manage expectations
- Cross-campus collaboration





The process:



Discovery



Feasibility Vetting



Strategic Mapping



Narrative Framing



Development



Activation

FUNDRAISING STRATEGIC INITIATIVE

Initiative Title:

Description:

Approved Budget:

Fundraising Goals

Total Fundraising Goal (\$):

Raised to Date:

Lead Donor:

Pending Asks:

Donor Strategy

Pipeline Development

- ☐ Top Donors Identified
- ☐ Lead Gifts in Play
- ☐ Cultivation Stage
- ☐ Proposals in Draft
- ☐ Stewardship Needs
- ☐ Estate/Planned Gift Potential

Donor Pool Tiers

Tier	Description
Top	
Major	
Masses/Alumni	
Disqualified	Reason

The Institute for Informatics & Applied Technology

CAMPAIGN PROJECT



The Spark



The Strategy



The Message



The Outcome

Welcome to Gonzaga University's
HUMAN-AI COLLABORATORY

Where **responsible AI** is fostered & inspired through **ideation** and **co-creation**.

It's an environment where **responsible AI** literacy is cultivated.

Responsible AI is Gonzaga's distinctive approach to the intersection of humanity and technology.

Guided by Collaboratory staff, innovators will engage & explore bespoke solutions and develop AI-supported experiences that enhance the practice of their disciplinary crafts.

The Human-AI Collaboratory empowers scholars to journey alongside AI in pursuit of human flourishing, reflecting Jesuit values.

Scholars and practitioners will critically engage with and explore a broad variety of AI technologies.

Emphasizing innovation & ideas rather than specific outcomes, the Human-AI Collaboratory interlaces disciplines through collaboration, co-creation, discovery and inclusive dialogue.

The "HACLab" reinforces Gonzaga's culture of innovation that reflects the University's mission and vision.

Interested?
Contact the Reisenauer Family Director of the Institute for Informatics & Applied Technology,
S. Jay Yang, Ph.D.
yangj@gonzaga.edu

GONZAGA UNIVERSITY

Native Student Accompaniment

STRATEGIC INITIATIVE



The Spark



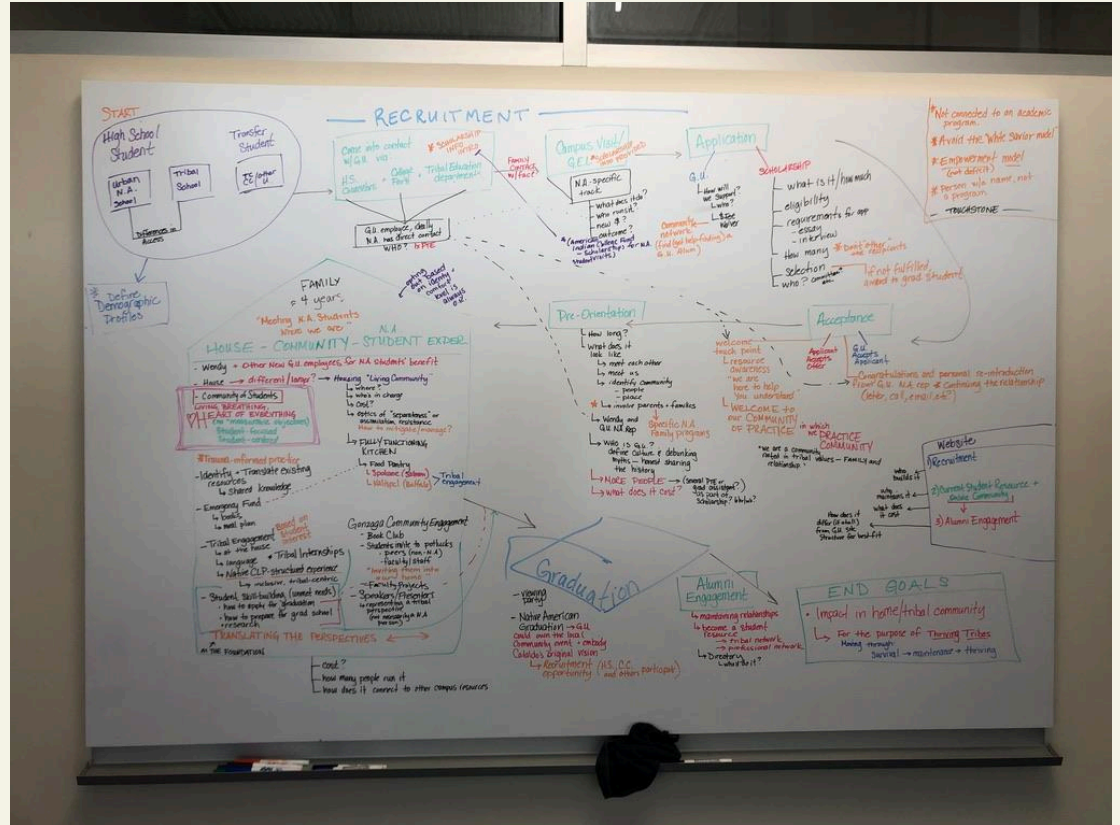
The Strategy



The Message



The Outcome



Celebrating A Dean Emeritus' 50th Anniversary

SPECIAL PROJECT



The Spark



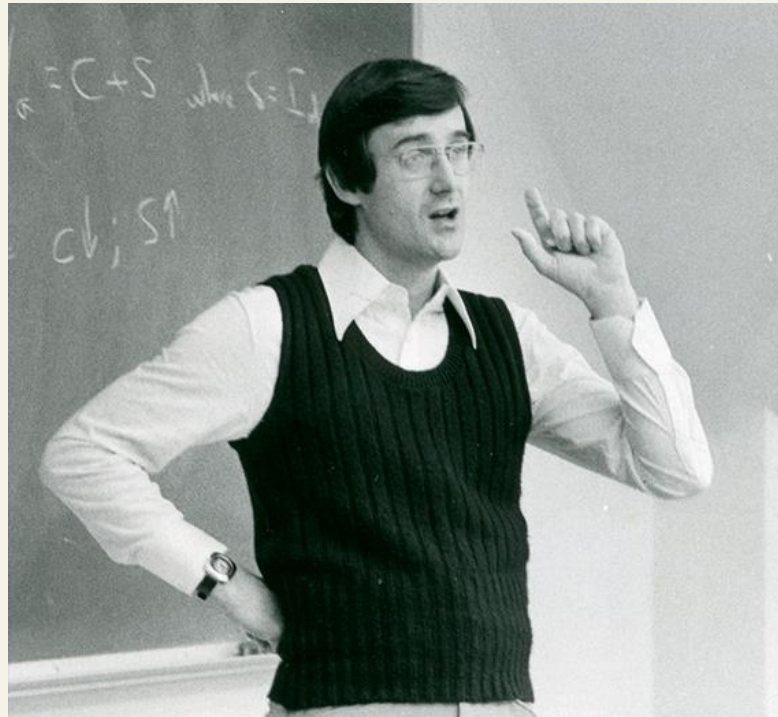
The Strategy



The Message

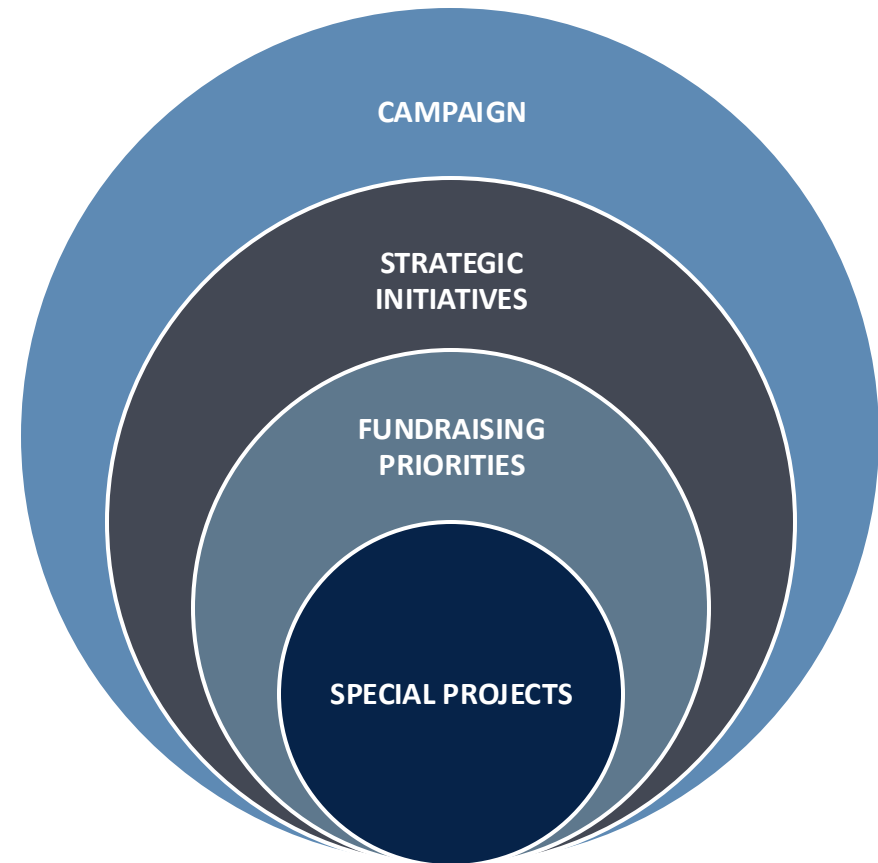


The Outcome



Recap: the process & the categories

- 💡 Discovery
- 🧐 Feasibility Vetting
- 🗺️ Strategic Mapping
- 📖 Narrative Framing
- 🖼️ Development
- 👉 Activation





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