

## Goals, Objectives, and Tasks

### JMU Office of Strategic Gifts

#### Goal

- Our goal is to engage and connect with alumni and potential donors, and friends and family of the JMU community.
  - Noun: Alumni, potential donors, and friends and family of the JMU community.
  - Verb: Engage and connect

#### Objectives

- Objective 1: The learners of all potential donors will understand the *Unleashed* campaign's goals.
  - A- To target alumni and potential donors.
  - B- Educate them, so they know what the *Unleashed* campaign is and what the goals of the campaign are
  - C- Contact via Zoom or other services to meet directly with the office of strategic gifts.
  - D- Develop positive survey results and feedback.
- Objective 2: The learners of all potential donors will understand why donations are important, how to make a gift to JMU, ways to donate and come out with a more positive outlook toward the University.
  - A- Alumni and friends and family of JMU
  - B- Educate them on ways to make a donation and what type of donation they can make. (i.e. Via an Annual Gift, Strategic Gift, Planned Gift, Matching Gift, etc.)
  - C- Contact via Zoom or other services to meet directly with the office of strategic gifts.
  - D- Develop positive survey results and feedback.
- Objective 3: The learners of potential donors will be motivated to be involved and invested in the JMU community.
  - A- Alumni and friends and family of JMU
  - B- Level of enthusiasm and interest in the alumni community after the presentation
  - C- Virtual presentation method (platform TBD)
  - D- Positive feedback from client in post survey
- Objective 4: Learners of potential donors will have the resources to make connections with the Office of Strategic Gifts.
  - A- Alumni and friends and family of JMU

- B- Provide phone numbers and emails of contact points within the Office of Strategic Gifts
- C- Contact via Zoom or other services to meet directly with the office of strategic gifts. Information will also be included on the summary graphic.
- D- Results from a 90 day post instruction survey saying they have since utilized the resources that were provided.

## Tasks

- Objective 1 Tasks:
  - Research learners, develop learner profile and learner chart
  - Analyze data and develop learner objectives
  - Compile information and create content about the *Unleashed* campaign and ways to donate to the office of strategic gifts
  - Present the information before and during learner meetings
    - Pre- Registration
      - Meeting link and pre survey
      - What do you already know about the *Unleashed* campaign?
    - Instruction
      - Explain the Unleashed campaign
      - List goals of the campaign
        - Goal 1 (For Society): Renewing our civil society - Unleashed will further enable JMU to educate graduates to embrace people across our divides, foster productive dialogue and advocacy, and restore the founding principles of the American Experiment. Learners' investments will help make JMU the national leader it's destined to become.
        - Goal 2 (For Students): Opening our doors - Our rapid ascent has simply outpaced our capacity to compete for top students who need and deserve scholarships. Learners' investments will unleash JMU's ability to recruit and educate dedicated students, bringing scholarships and other student support into alignment with our quality and reputation.
        - Goal 3 (For Learning): Advancing our understanding - Learners' investments will help sustain the professor-student relationships that have characterized JMU throughout our history and help produce graduates who, according to a national Gallup poll, possess a greater sense of purpose and

personal well-being than those from top schools. Learners will help JMU continue to prepare students determined to lead lives of meaning and pursue careers of purpose.

- Goal 4 (For Campus): Building our success - Learners' investments in JMU's capital priorities are critical today, providing spaces that will enhance campus as well as evolve with technology and the demands of learning and achievement. With learners' investments, they can strengthen our foundation and unleash our graduates to go anywhere.
- Goal 5 (For Opportunity): Realizing our vision - A foundation of flexible funding helps make it possible to seed new program development, retain exceptional talent, fund strategic partnerships, enhance safety and security around campus, create unique learning opportunities for students, and enhance diversity initiatives that prepare our graduates to succeed in a global society.

- Post survey

- How has your knowledge of the Unleashed campaign changed?
- Did you learn something that you did not previously know?

- Follow up email containing an informational graphic that summarizes the presentation information

- Objective 2 Tasks:

- Research learners, develop learner profile and learner chart
- Analyze data and develop learner objectives
- Compile information and create content about the ways to donate to JMU
- Present the information before and during learner meetings

- Pre registration

- Meeting link and pre survey
- Do you know how to make a donation to JMU?
- Are you interested in making a donation to JMU?

- Instruction

- Why donate to JMU
- How to donate
- Different ways to donate

- Post survey

- How has your attitude towards donating to JMU changed?

- Are you more or less interested in making a donation?
- Do you understand how to make a donation?
- Do you have any feedback towards this presentation?  
(Critiques from the audience, what to add/remove, etc.)

**Optional question**

- Objective 3 Tasks:

- Present instructional content to audience
  - Pre survey about knowledge and attitudes (through QR Code, embed, or link to Google Forms)
  - Describe what is the purpose to the Office of Strategic Gifts
  - Provide resources that assist with how to connect and stay engaged overtime.
  - Information about the *Unleashed* campaign
  - How to get involved and donate
  - Post survey about changed knowledge and attitudes after the presentation
  - Send email graphic summarizing the presentation

- Objective 4 Tasks:

- Provide contacts at the Office of Strategic gifts
  - Emails
  - Phone numbers
  - Websites
- Include resources in the summary graphic
  - Emailed after instruction
- Follow up with a 90 day post instruction survey to see if learners actually used these resources
  - Have you made any donations yet?
  - Are you utilizing the resources provided?
  - Do you feel as if you have the proper resources for connecting with other alumni and the Office of Strategic Gifts?
  - Have they made any new connections with anybody or groups in that time frame?