



Name: _____

Institution: _____

**Fundraising and Communications: How Every Student Affairs Professional Can Become
an Expert
Strategic Priority Action Plan**

Priorities: What big bucket items need to be prioritized?

Pitch: What makes your priority special? How do you stand out?

Call to action: What would you do with the gifts?



Matches and Challenges: Let's get communicative! Think of ways to engage donors to raise more.

Advocates

On campus:

Alumni:

Community partners:

Friends:



Associates:

Family:

Network

On campus:

Alumni:

Community partners:

Friends:



Associates:

Family:

Goal: Make it measurable! Identify a dollar amount or number of donors and create a realistic timeline. How often will you measure progress?

Stewardship: How will you say thank you?



Cultivation: What will you do to encourage future giving?

To access this form or ask any questions, reach out to the NASPA Student Affairs Fundraising and Communications Knowledge Community (SAFC KC) by emailing safckcnaspa@gmail.com.



Strategic Priorities Action Plan Grid

Pitch		
Call to Action		
Matches and Challenges		
Advocates and Network	Advocates	Network

GOAL: \$ _____

DONORS: _____