

Development Plan Taskforce Vision-Strategy Plan for Creating a Campus Culture of Philanthropy at Cal State Fullerton

In order for Cal State Fullerton to achieve its mission in the broadest most impactful way, financial resources are required beyond the scope of that provided by the State of California. Such success requires the partnership of private citizens, foundations and corporations giving of their time, talent and treasure at substantial levels. This transpires only through a depth of commitment that is cultivated and nurtured by the campus – at every level and throughout the institution - over time. It requires a cultural of philanthropy that starts at Cal State Fullerton and is inspired in the hearts of our various constituents.

Cal State Fullerton already has a long-standing foundation in developing strong relationships with the community and alumni and in seeking and receiving philanthropic support. However, we can build on that strength to make our campus-wide philanthropic engagement even more robust. A robust philanthropic culture inspires and compels others to support our cause and serve as eager champions of the Cal State Fullerton mission. Such a culture can be nurtured by promoting and embodying the following attributes:

1. Campus leadership sets and articulates specific and finite fundraising goals in collaboration with academic and programmatic units.
2. Campus programs and research reflect the rich, creative energy of faculty, staff, and students engaged in the work through which Cal State Fullerton provides value.
3. Each member of the campus community understands their role as one who creates a quality Cal State Fullerton experience that inspires a spirit of philanthropy.
4. Faculty, staff and alumni nurture the professional aspirations of our most precious resource – our students – and from their first day on campus to their last, will instill in them what it means to be a Titan and the expectation that they will give back.
5. The campus creates an equal and committed focus on both short-term fundraising goals that raise needed funding for given projects and also the long-term development goals that create long-term relationships.
6. Donor stewardship is viewed as a priority. Donors are thanked and recognized at every level, and major donors are engaged in creative, meaningful, and personalized ways to ensure they are champions of the university's mission and goals.
7. The campus values that everyone on campus has a role in fundraising. As such, ongoing and pervasive development-related training is provided that instructs students, faculty, and staff in how to communicate the global impact of Cal State Fullerton consistently and in a compelling manner.