

## Diversify Financial Resources Committee Strategic Priority Action Plan

**Diversifying financial resources** is crucial for expanding support to students, staff, faculty, and community partners. Through this priority, the ColoradoSPH will collaboratively and strategically partner with the Office of Advancement to diversify financial sources beyond tuition and grants.

**The Diversifying Financial Resources Committee** shall oversee efforts to increase and expand financial resources for the ColoradoSPH beyond tuition and grants. This focus area encompasses diversifying our funding sources across the Colorado School of Public Health. As a school with three separate campuses, we need to both broaden and diversify our funding portfolio and seek more long-term base funding for student support, programmatic support, and research activities. This includes increasing outreach to potential benefactors (alumni, friends, foundations, corporate partners, faculty, and staff) and engaging/stewarding our existing benefactors in meaningful ways to strengthen their relationship with the ColoradoSPH.

Phase	March	April	May	June	July	August -->
Phase I: Phase I. Collect Benchmarking Data	x	x				
Phase II. Identify strategic areas to increase advancement activity (alumni, major gift, annual giving, corporate and foundation relations)	x	x	x	x	x	x
Phase III. Increase support from internal stakeholders						

Phase I. Collect Benchmarking Data				
Activity	Lead	Resources Required	Anticipated Products	Timeframe
Contact Advancement and Alumni Relations offices at peer institutions.	Lisa Vandetty (Associate Director of Development)	NA	Benchmarking data related to advancement and alumni relations efforts.	March - April 2021
Collect benchmarking data from peer institutions to determine where ColoradoSPH could improve advancement and alumni relations efforts.	Lisa Vandetty (Associate Director of Development)	NA	Data set for comparison purposes. Determine where ColoradoSPH could enhance	Completed April 2021

			advancement/alumni relations activity.	
Using the data set, refocus advancement and alumni relations activities to address unmet areas.	Lisa Vandetty (Associate Director of Development) and Kara Padgett (Senior Director of Alumni Relations)	NA	Spreadsheet	April 2021 - ongoing
<b>Phase II. Identify strategic areas to increase advancement activity (alumni, major gift, annual giving, corporate and foundation relations)</b>				
<b>Activity</b>	<b>Lead</b>	<b>Resources Required</b>	<b>Anticipated Products</b>	<b>Timeframe</b>
Create an early engagement strategy to strengthen the bond between the ColoradoSPH, students and young alumni. Will include improved volunteer opportunities and community-building events.  In collaboration with the Alumni Relations Team, actively identify and develop strategies and benefactor engagement opportunities for alumni with the intent of deepening their relationship with the ColoradoSPH.	Lisa Vandetty (Associate Director of Development, Kara Padgett (Senior Director, Alumni Relations).  Will also include the ColoradoSPH Alumni Relations Committee.	NA	Increased alumni engagement and philanthropic support to the ColoradoSPH.	January 2021 - Ongoing
Leverage national and statewide giving days to build a strong social media presence, increase the pipeline of alumni donors, and spread awareness about philanthropic opportunities with this population.	Lisa Vandetty (Associate Director of Development)  Will also include the ColoradoSPH Alumni Relations Committee.	NA	ColoradoSPH Annual Giving Day; scheduled for April 14, 2022	January 2021 - Ongoing
<b>Phase III. Increase support from internal stakeholders</b>				
<b>Activity</b>	<b>Lead</b>	<b>Resources Required</b>	<b>Anticipated Products</b>	<b>Timeframe</b>
The Office of Advancement will work directly with CU Leadership to identify and acquire additional funds to incentivize external philanthropy (potentially as matching/acceleration funds).	Lisa Vandetty (Associate Director of Development)	NA	Secured funds for matching/acceleration purposes to advance the mission of the ColoradoSPH.	November 2021 - Ongoing
Implement an annual staff/faculty campaign to raise support for scholarships and/or student-focused programs.	Lisa Vandetty (Associate Director of Development)	NA	Increased faculty/staff philanthropic support.	January 2022 – Ongoing