

## MEMORANDUM

TO: NWFS Foundation Board

FROM: Ms. Cindy Frakes

DATE: October 29, 2024

SUBJECT: Sound the Siren Campaign Update

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### Case for Support

Printed copies of the campaign materials will be distributed at the meeting.

### Lead Gift, Board, and Steering Committee Solicitations

Following the fundraising strategy of “Top-Down and Inside-Out” that we have planned for the campaign, the first set of solicitations have begun.

“Top-down” means that we are focusing attention on the largest gifts first. These are known as the Lead or Advance gifts. To date, three separate conversations have begun with donor prospects about the possibility of 7-figure gifts. Individualized strategies are being created to map out the needed cultivation and solicitation plans for other lead donor prospects.

“Inside-out” means that while we are soliciting the largest gifts, we are also giving attention to those who are the ‘closest’ to the institution and campaign. Thinking of concentric circles, those on the inside are Foundation Board members, Trustees, and Campaign Steering Committee members. The next circle out are Raider Athletic donors and Raider Club members. We have begun solicitations of some of the members of these groups and forming individualized strategies for each prospect.

### Steering Committee

The Steering Committee members are providing regular input and additional information about campaign prospects. Members have also been instrumental in some of the initial solicitations.

Two additional members have also been invited to join the Steering Committee. Chad Hamilton (Past Foundation Board Chair) and Bernard Johnson (Current Board Member) have both agreed to serve. The committee includes:

Dick Cannon, Mike Flowers, Cory Fosdyck, Chad Hamilton, Bernard Johnson, Jearl McCall,  
Dewayne Youngblood