

MEMORANDUM

TO: NWFSC Foundation Board of Directors
FROM: Ms. Cindy Frakes
DATE: July 30, 2024
SUBJECT: 2024 – 25 Development Activities

The NWFSC Foundation develops fundraising plans to support the strategic objectives of Northwest Florida State College. Prior to creating strategies, goals, and tactics, giving priorities must be identified.

Pursuant to the Foundation Board’s Annual Commitment form, each Board member is asked to review the list of priorities and identify where and how she/he would like to engage to help the Foundation raise funds to further the mission of the College.

The giving Priorities are divided in two categories: types of giving and giving constituent groups.

Giving Priorities:

Types of Giving

- Annual Fund
 - Reestablishing a focused Annual Fund
 - “Impact Fund”
 - Scholarships
 - Program Support
 - Campus Improvements
 - President’s Circle
 - Specific Annual Program Support

- Major Gifts
 - Athletics
 - Sound the Siren – The Campaign for Raider Athletics
 - \$10 Million Endowment
 - Sale of Broadband License - \$2.5 Million
 - Nursing
 - Scholarships
 - Linking Industry to Nursing Education [LINE] Matching Grants
 - Title III Grant
 - \$150,000 Endowment Match
 - Starting Year 3 of 5

- Planned Giving
 - Required Minimum Distribution Efforts
 - Use of Other Giving Vehicles
 - Charitable Lead Trust
 - Charitable Remainder Trust
 - Annuities
 - “Cornerstone Society”

Constituency

- Annual Donors
 - President’s Circle
 - Renewing Last Year’s Gifts
 - Renewing Prior Years’ Gifts
 - Acquiring New Annual Donors
 - Raider Club
- Board Members
 - Goal 100% Giving
 - Foundation Board of Directors
 - College Board of Trustees
- Faculty & Staff
 - Annual Campaign
 - Drive Engagement
 - Impact of Giving
 - Treat as donors
- Endowment Donors
 - Giving Pages
 - Additional Gifts
 - Present gifts
 - Estate
 - Update Award Criteria
- Past Board Members
 - Planning for Future