

Development – Strategic Plan

Workgroup Co-Leads: Melissa Magyar and Denise Gavala

Vision Statement:

To create a culture of philanthropy in the Institute for Health by establishing a major gift prospect pool through engagement activities and garnering the support of our faculty in order to raise essential funds for the Institute.

Development Priorities:

- Develop fundraising priorities – Review areas of focus throughout the Institute to identify funding priorities that can be shared with potential donors.
- Identify prospects –In order to secure major gifts for the IFH, identification of and outreach to key prospects is essential. A strategic focus on developing relationships with top individuals can lead to major gifts for the IFH over time. The average timeframe to cultivate a major gift is 12-18 months. Our top prospects should be identified from the Director, faculty, Foundation research and industry connections.
- Create an annual Engagement Series – Engagement events are used to identify potential donors and to highlight the research underway at the Institute for Health. By creating an annual event, the prospect pipeline will continue to grow.
- Development of an IFH Leadership Council – A group of community leaders and influencers is an integral part of a successful development program. Council members are generally people who can help connect us to potential supporters of the Institute, and the members themselves are generally donors. This model is used throughout Rutgers and is making an impact.
- Participate in Rutgers Giving Day – Rutgers Giving Day is a university-wide priority and the purpose is to drive donors to the Foundation’s online giving site. Giving Day is scheduled for Wednesday, March 25, 2020. This is a good opportunity to raise funds for the Institute for Health and identify potential major gift donors.
- Identify grant opportunities - Identify grant opportunities and continue to develop relationships with funding institutions through support of RBHS Corporate and Foundation Relations Team.

Survey of Existing Partners:

- Brian Strom, MD, Chancellor, Rutgers Biomedical and Health Sciences (RBHS)
- Will Green, Vice President of Development, RBHS
- XinQi Dong, MD, MPH, Director, Institute for Health, Health Care Policy and Aging Research
- Denise Gavala, Associate Vice President for Development, RBHS
- Eileen Murphy, Senior Director, RBHS, Corporate and Foundation Relations
- Melissa Magyar, Director of Development, IFH
- IFH Leadership Team
- IFH Development Committee

Opportunities for Future Collaborations:

- Foundation Colleagues
- Community Partners
- Institute Relationships

Next Steps:

FY 2020-FY 2022

- Educate IFH staff and faculty on the importance of engagement and philanthropy
- Develop fundraising priorities for the IFH
- Create an annual Engagement Series (i.e. “Healthy Aging, Healthy You”)
- Review guidelines and candidates for a potential IFH Leadership Council
- Big Ideas Public Presentation and Top Ideas Identified
- State of the Institute letter
- Participate in Rutgers Giving Day
- Campaign Marketing/Communications Plan to be Rolled Out
- Identify grant opportunities and continue to develop relationships with funding institutions through support of RBHS Corporate and Foundation Relations Team
- Host an annual “Director’s Reception” for donors to say thank you for their support
- Develop five-year plan for IFH

Metrics for Success:

For FY 2020, the DoD will schedule face-to-face meetings for her and Dr. Dong with five prospects. The goal for Giving Day 2020 will be \$3,000, a 50% increase of FY 19’s total of \$1,976. The DoD will work the IFH’s Media Specialist to leverage the Institute’s media presence for Giving Day. Based on the previous three years of giving history and the average cultivation timeframe for a major gift of 12-18 months, the overall individual giving goal (which includes Giving Day) for FY 2020 will be \$100,000.

Prior to the start of each fiscal year, development metrics will be set based on past performance and the plan to build a culture of philanthropy at the Institute.