DEPARTMENTS OF UNIVERSITY ADVANCEMENT AT CSU DOMINGUEZ HILLS

The Division of University Advancement offers campus wide leadership in engaging our internal and external communities and advancing the mission of CSU Dominguez Hills through philanthropic activities, government and community advocacy, building alumni support and enhancing the stature of the University.

- Advancement Services
- Alumni and Family Programs
- Ceremonies and Events
- Communications/Public Affairs/Media Relations
- Development
- Government and Community Relations
Gift Commitments
(Dollars/In Kind)

- FY 09-10: $2,836,282
- FY 10-11: $3,354,443
- FY 11-12: $4,096,171
UNIVERSITY ADVANCEMENT COST TO RAISE A DOLLAR*

- CSU Average
  - $0.16

- Peer Group Average
  - $0.21

- Dominguez Hills Average
  - $0.13

* Three Year Average: 09/10  10/11  11/12
UNIVERSITY ADVANCEMENT DIVISIONAL
BASELINE ALLOCATION
FY 2012/2013

Total Baseline Allocation  $1,373,094

Salary and Wages  $1,242,390

O & E  $ 130,704
Supporting Student Success

• Donor Cultivation/Stewardship/Recognition
  o $50,000

• Honors Convocation Reception
  o $35,000

• UA Support-Student Assistants
  o $30,000

• Family & Advocacy Program
  o $30,000
Investing and Supporting Faculty

• Fundraising Training
  ○ $35,000

Reinvesting in Instructional and Support Facilities

• Database and Information Maintenance
  ○ $20,000
Leveraging Our Leadership to Strengthen Our Community

- Direct Mail/Phon-A-Thon Solicitations (Alumni)
  - $80,000

- Advertising/Sponsorship
  - $50,000

- Alumni/Family Engagement & Programs
  - $50,000
FY 2013-14 UNIVERSITY ADVANCEMENT ONE TIME MONIES REQUEST

Leveraging Our Leadership to Strengthen Our Community

• University Magazine
  o $60,000

• Community Stakeholders Outreach
  o $50,000
FY 2013-14 UNIVERSITY ADVANCEMENT ONE TIME MONIES REQUEST

Investing in the Future

• Planned Giving
  ◦ $25,000

• Professional Development
  ◦ $30,000
Summary

• Expand Philanthropic Opportunities

• Improve Existing Infrastructure for Sustainable Growth

• Grow Alumni, Advocacy, and Community Relations

• Enhance Strategic Communications

• Professional Training & Development
## FY 2013-14 UNIVERSITY ADVANCEMENT ONE TIME MONIES REQUEST

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIRECT MAIL/PHON-A-THON SOLICITATIONS (ALUMNI)</td>
<td>80,000.00</td>
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<tr>
<td>ADVERTISING &amp; SPONSORSHIPS</td>
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<tr>
<td>DONOR CULTIVATION/STEWARDSHIP/RECOGNITION</td>
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<tr>
<td>ALUMNI/FAMILY ENGAGEMENT &amp; PROGRAMS</td>
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<tr>
<td>COMMUNITY STAKEHOLDERS OUTREACH</td>
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<td>FUNDRAISING TRAINING</td>
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<tr>
<td>HONORS CONVOCATION RECEPTION</td>
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<tr>
<td>FAMILY &amp; ADVOCACY PROGRAM</td>
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<tr>
<td>PLANNED GIVING</td>
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<td>UNIVERSITY MAGAZINE</td>
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<tr>
<td>UA SUPPORT-STUDENT ASSISTANTS</td>
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<tr>
<td>DATABASE AND INFORMATION MAINTENANCE</td>
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<td><strong>TOTAL ONE TIME MONIES REQUESTS</strong></td>
<td><strong>545,000.00</strong></td>
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