

Fundraising Committee Report of June 30, 2016

Newport Beach Marriott Hotel and Spa

Forethought:

The current thinking in the field of Philanthropy is that what we are doing is no longer "Fundraising" but rather "**Resource Development.**" This is the more accurate term rather than fundraising because we are not just trying to raise funds immediately but what "resource development professionals" (fundraisers) work the most is cultivating long lasting relationships...be it with private donors, foundations, organizations, and others. We really should be "developing resources" and should be part of our strategic plan.

Introduction:

In my interaction with donors (and potential donors), I have been told and reminded repeatedly that the old way of requesting donations from alumni and friends by appealing to their sense of loyalty and gratitude (*utang na loob*) to our *Alma Mater* may have worked well with older graduates of the '60's and '70's but not so much with younger graduates. Young alumni and friends want incentives to donate. The bottom line for them is- What's In It for Me? (WIIFM)

Donors want us to offer them something of value in return for their contribution. We have provided them with acknowledgement and recognition for their generosity but apparently in this new climate, that is not enough. It is therefore incumbent upon us Foundation officers (not just the fundraisers) to offer other incentives to donors. These should be our new marketing strategies. Out with the old; in with the new!

Current Strategies for Resource Development:

As part of the strategy, we have to "jump into the bandwagon" of social media. We have now link our website: www.uermafusa.org to Facebook. This will make our website more accessible to anyone who has a Facebook account. We have created a nonprofit organization Facebook page and a group Facebook page under Uermmmc AFUSA INC. Hopefully, this will provide more exposure to the public, not just alumni donors and friends.

We will actively promote the Dr. Wilmer G. Heceta 333 Endowment Fund. This is an endowment fund which keeps the principal intact and whatever proceeds or interests-earned will be donated to the urgent needs of the Medical Center. We will continue to appeal for donations to this fund and will remind donors who made partial payments to complete their commitment of \$1,000 +/- . Although the current Fund reached \$100,000, it is far from the \$300,000 goal set by Dr. Heceta; requesting 300 donors to donate \$333 for 3 years to complete a commitment.

During our Donor Appreciation Hour, we will have a 50/50 raffle to increase the Faculty Development Fund. Special items will be auctioned to augment the Dr. Wilmer G. Heceta 333 Endowment Fund. We plan to continue these fundraising activities in the future.