MISSION STATEMENT
University Advancement builds a compelling case for choice and support of Eastern Washington University among all of its constituents by communicating and advocating for the university’s distinctive regional position, role and contributions, thus forging relationships and securing commitments required to advance the institution’s mission and priorities.

VISION STATEMENT
Our vision is to be recognized for a pivotal leadership role in:

- Transforming EWU into a university of choice;
- Generating prospective student interest and affinity leading to continued record enrollment;
- Garnering statewide and national recognition for EWU as a model of educational innovation;
- Stimulating financial investment that ensures the success of the university’s mission and goals;
- Cultivating the university’s most valuable strategic relationships among business, community, educational, cultural and political leaders;
- Planning and executing record-breaking comprehensive campaigns.

VALUES STATEMENT
With a spirit of professionalism, and in an environment that encourages teamwork and personal growth, University Advancement commits to these values:

- **Excellence:** We take pride in our work and strive for the highest quality.
- **Innovation:** We empower ourselves and others to be risk-takers and reach beyond the current paradigm; we are open to change and creative new ideas in fulfilling our mission.
- **Transparency and Accountability:** As stewards of the public trust, we ensure that promises to our supporters are fulfilled and hold ourselves accountable for using our resources wisely.
- **Ethical Action:** We adhere to high ethical standards; we build relationships based on trust, honesty and integrity; and we respect privacy and confidentiality.
**DIVISIONAL SUMMARY**
University Advancement leads an integrated and collaborative effort to develop, communicate and enhance Eastern Washington University’s image and academic reputation; build and nurture relationships with its constituents; and secure philanthropic investment in the university’s strategic goals, its programs and students.

**THE MULTIPLE ROLES OF UNIVERSITY ADVANCEMENT ARE FACILITATED BY THE TEAMS OF:**
- Advancement Services (Infrastructure)
- Marketing & Communications (Inform)
- Alumni Advancement (Involve)
- Development (Invest)

**TEAM SUMMARY**
Each advancement team has at its core the responsibility of nurturing relationships in support of the university. The creation, management and enhancement of the infrastructure team focus areas noted below are integral to the continued investment in and advocacy of Eastern Washington University.

**UNIVERSITY ADVANCEMENT FOCUS AREAS:**
Audiences include students/parents, active students, alumni, donors and the community.

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ADVANCEMENT SERVICES TEAM
The mission of the Advancement Services Team is to provide INFRASTRUCTURE support of all administrative functions of University Advancement and the Eastern Washington University Foundation.

The role of the Advancement Services Team is to manage state budget allocations and donor funds, respond promptly and accurately to requests regarding the status and transfer of donor funds and to prepare or support the preparation of financial statements, gifts activity and fund reports.

THE WORK OF THE ADVANCEMENT SERVICES TEAM INCLUDES:
• maintenance of the alumni/donor database;
• gift acceptance and receipting, as well as donor acknowledgement, for all philanthropic contributions;
• maintaining up-to-date alumni/donor data and reports;
• establishing and maintaining varied fund accounts;
• providing financial statements to account holders, boards and leadership;
• timely transfer of available funds via disbursements to benefiting units; and
• annual transfer of endowment payouts and reports to the university.

The primary initiatives of Advancement Services are:
Gift Processing
• Track donor gifts for campaign, solicitation and use.
• Strengthen donor relationships by reporting, responding and thanking donors for all financial support.
• Assist with university events to make sure all compliance is met while still being innovative and financially savvy.

Reporting and Research
• Develop reporting that identifies lapsing and threshold society donors.
• Increase screening activity to enhance pool of prospects.
• Provide donor background and history university-wide for those developing donor relationships.

Foundation Activities
• Analyze all foundation accounts to identify efficiency and impact opportunities.
• Introduce endowment tracking software package and underwater endowment strategy.
• Explore short-term cash management strategies.
MARKETING & COMMUNICATIONS TEAM
The mission of the Marketing & Communications Team is to INFORM by increasing awareness of Eastern Washington University, helping shape and enhance the university’s image and advance its objectives among all of its constituencies through integrated, strategic communications.

The role of the Marketing & Communications Team is to develop strategies, create standards and produce a wide range of communications in support of key university priorities and initiatives, including fundraising, brand marketing, external visibility, internal awareness and student enrollment and retention.

THE WORK OF THE MARKETING & COMMUNICATIONS TEAM INCLUDES:
- social media strategy implementation;
- production of development publications;
- public and media relations engagement;
- alumni publications including Eastern magazine;
- implementation of advertising, awareness and advocacy campaigns;
- engagement with Admissions on recruitment publications and marketing collateral; and
- emergency communications.

The primary initiatives of Marketing & Communications are:

Marketing and Brand Promise
- Inspire and empower Eastern’s internal constituents to shape their daily activities, decisions and interactions around the university’s promise. This is referred to as “living Eastern’s promise.”
- Informing and involving internal audiences
- Ensure consistency of message, look and feel

Internal Communications
- Provide outstanding customer service to internal clients.
- Supply the campus community with quality, timely tools and ideas necessary to live the brand, gain private support, recruit and retain students.
- Utilize Eastern 24/7 online campus news site to inform, engage and involve the campus community.

External Communications
- Develop marketing collateral in support of Big Futures comprehensive campaign.
- Continue to leverage campus publications to tell the Eastern story, including the alumni magazine, DiscoverE research magazine and the inaugural issue of Engage magazine, which will spotlight EWU’s commitment to community engagement.
- Continue to expand use of social media strategies and monitor historical data.
ALUMNI ADVANCEMENT TEAM
The mission of the Alumni Advancement Team is to INVOLVE alumni by cultivating lifelong relationships through event participation, advocacy and annual giving; all in support of Eastern Washington University.

The role of the Alumni Advancement Team is to create opportunities to reconnect and maintain established relationships with alumni; provide support for the Eastern Washington University Alumni Association, including their Board of Directors and events; create innovative strategies to provide additional value and benefit to the EWU alumni experience; and to raise current use gifts and pledges in support of students and programs.

THE WORK OF THE ALUMNI ADVANCEMENT TEAM INCLUDES:

- alumni events;
- alumni association board development and management;
- alumni website and online community content management;
- alumni awareness and advocacy campaigns; and
- direct mail, e-campaigns and telephone campaigns.

The primary initiatives of Alumni Advancement are:

Alumni and University Events

- Continue to refine the annual Alumni Awards event.
- Leverage events to generate sponsorship revenue.
- Continue to leverage athletics for event participation.

Advisory Boards

- Work with the Alumni Association on strategies to communicate legislative awareness.
- In conjunction with Alumni Association, implement new alumni online community.
- Continue to identify initiatives that the Alumni Association membership can take an active participatory role.

Annual Giving

- Increase annual giving results and participation annually.
- Develop pipeline for transitioning annual donors into major gift donors.
- Create reporting “real-time” infrastructure that identifies lapsing donors.
DEVELOPMENT TEAM

The mission of the Development Team is to develop and implement comprehensive fund-raising strategies for qualification, cultivation, solicitation and stewardship of gifts and pledges of $10,000 or more from individuals, corporations and foundations.

The role of the Development Team is to identify donor interest and to match that interest with funding needs throughout the university and to organize stewardship programs for both current and past donors.

THE WORK OF THE DEVELOPMENT INCLUDES:

- qualifying, cultivating, soliciting and stewarding alumni and friends;
- donor communications; and
- donor recognition initiatives.

The primary initiatives of the Development Team are:

Stewardship Programs

- Reclassify existing advancement staff position to focus on enhanced stewardship activities.
- Enhance opportunities to recognize lifetime giving society donors, including planned giving and consecutive years giving.
- Create reporting structure to identify lapsing donors and giving society threshold donors.

Major Gifts

- Launch public phase of comprehensive campaign.
- Increase overall results annually in annual gifts and pledges throughout the campaign, while achieving or surpassing campaign goal.
- Continue to increase visit activity including qualification visits.

Planned Giving

- Increase total planned giving expectancies to more than $800,000 annually;
- Increase procurement of Charitable Gift Annuities to a minimum of four (4) annually.
- Continue planned giving education initiatives.