



THE COLLEGE OF NEW JERSEY FOUNDATION

Foundation Strategic Plan

Proposed June 3, 2021

Mission Statement



Current

The College of New Jersey Foundation encourages and receives philanthropic support to expand access to and enhance the outstanding educational and community service opportunities provided to students at The College of New Jersey. The Foundation carries out its mission by establishing funds for student support, learning experiences, academic enrichment and capital improvement. By promoting a culture of philanthropy, and through prudent investment, stewardship and accountability to donors and the community, the Foundation advances the College's mission and reputation as a nationally recognized public institution.

Proposed

The TCNJ Foundation works in concert with the College to raise funds, cultivate relationships, provide stewardship for gifts, and effectively manage the funds as a fiduciary.

Strategic Priority #1

Align donor passion and generosity to provide more than \$75 million in additional philanthropic support to The College of New Jersey over the next 5 years to advance the college's mission

Goal 1: Initiate a comprehensive fundraising campaign, with a working goal of \$75 million, to advance the funding priorities of the college.

Tactics

- Alignment of the foundation's efforts with the college's strategic plan.
- Create and execute a detailed campaign plan that states objectives, defines structure, sets expectations and establishes timelines.

Goal 2: Actively engage the Board and other volunteers in all facets of TCNJ's comprehensive campaign.

Tactics

- Establish a formal development committee structure overseen by the Foundation Board to conduct the campaign.
- Engage board members and volunteers in the identification, cultivation and solicitation of donors to meet the fundraising goals.

Goal 3: Grow the assets to \$115 million (50%) by 2025

Tactics

- Commence endowment drive to enhance recruitment and support of underrepresented students at the College.
- Identify areas of endowment support and create a program / support menu for donors.



Strategic Priority #2

Cultivate and deepen a culture of philanthropy with all stakeholders to ensure increasing private support for the college in the short-term and for decades to come.

Goal 1: Inspire current and new generations of donors by driving growth in engagement through integrated communications, stewardship, and event (in-person and virtual) strategies.

Tactics

- Personalized stewardship plans
- Activation of the foundation's marketing committee.
- Outreach to donors by TCNJ administrative, academic and volunteer leadership.
- Demonstrate impact of donors' support by highlighting student and faculty success stories and outcomes.

Goal 2: Engage and steward a greater number of donors through volunteer roles that educate, inspire, and encourage a deepened commitment and investment in TCNJ priorities.

Tactics

- Personalized stewardship plans.
- Stewardship assignments given to board members.
- Establish non-board Ambassadors to assist in telling the Foundation's story and the impact of giving to potential donors.



Strategic Priority #3

Provide exemplary stewardship to donors and illustrate the impact of philanthropic giving to TCNJ to the wider alumni / student population.

Goal 1: Activate giving societies and hold events to recognize new and long-term donors

Tactics

- Establish a recognition society for yearly consecutive donors.
- Establish recognition society for first-time donors to the College.
- Hold annual recognition events (in-person and/or virtual) for the respective societies.

Goal 2: Communicate to donors on how their gifts are being used.

Tactics

- Coordinate introductions of donors to the beneficiaries of their philanthropy.
- Provide periodic updates to donors on the progress and impacts of their philanthropic support.

Strategic Priority #3

Provide exemplary stewardship to donors and illustrate the impact of philanthropic giving to TCNJ to the wider alumni / student population.

Goal 3: Actively engage the Board in the stewardship process.

Tactics

- Board members to call and / or write a note to donors to express appreciation for their support.

Goal 4: Showcase donors to the wider TCNJ audience.

Tactics

- Create donor honor roll for the Foundation website.
- Highlight first time donors to TCNJ online.
- Honor Day of Giving consecutive donors before and during the next Day of Giving.

Strategic Priority #4

Effectively manage Foundation funds as a fiduciary to maximize healthy, sustained growth.

Goal 1: Educate existing and future Board members on the audit and investment processes.

Tactics

- Institute enhanced onboarding process for new board members to include background on the audit, budgetary, and investment processes.
- Under the direction of the Finance Committee, have the investment advisors conduct an annual presentation to the full board on strategy and performance.

Goal 2: Ensure investment strategy achieves performance objectives necessary to meet all financial obligations and provide for growth.

Tactics

- Review and update spending policies.
- Annual risk tolerance review.
- Benchmark investment performance against that of peer institutions.

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Recognition and Appreciation: Strategic Planning Committee

TCNJ Foundation Board

- Gloria Weissbart, Chair
- Barbaranne DeMarco
- Jim Gater
- Randy Lumia
- Tom Ruggia
- Monet Sifford-Wilson
- Mel Sykes

Beacon Society

- Greg Bellotti,
- Connie Meyers,

Staff

- Alan. Burke