

## **NHTI – Concord’s Community College Development Plan FY 2020-FY 2022**

Fundraising priorities are established by the President in consultation with the Vice President of Academic Affairs, Vice President of Student Affairs, and Associate Vice President of Enrollment & Student Success. The Director of Alumni & Development, as well as the Chief Advancement Officer for the Community College System of NH Foundation, work collaboratively to help meet these financial needs in both the short and long-term through a variety of methods.

All fundraising efforts, including grant and foundation applications, individual and business solicitations, and fundraising events and activities clearly identify how funds raised are going to be used. All donations are recorded in the donor database software that we utilize (Blackbaud RaisersEdge) and timely acknowledgement letters are sent documenting the donations, which include the amount of the donation and the purpose.

All grant and foundation funding applications are required to go through the shared governance model for review. Applications for funding less than \$10,000 are shared with College Council for informational purposes only as the President has the authority to approve those. The Vice President of Academic Affairs, Vice President of Student Affairs, Associate Vice President of Enrollment & Student Success, and/or the President approve the submission of all applications for funding that fall within their respective areas of responsibilities.

Prior to accepting donations and gifts intended to be used to establish new student scholarships, criteria are developed with the donor on how the funds are to be awarded to students. The donor, NHTI, and the Community College System of NH Foundation agree with all the terms and conditions, which are documented in a signed written agreement.

Unsolicited gifts, cash, or in-kind donations that support existing academic programs, student support services and college initiatives that do not create an undue financial burden on the College can be accepted by the President, if under \$10,000. For all other gifts to be accepted, the shared governance model must be followed.

The importance of donor stewardship is recognized at all levels of the college and efforts are made to continue positive and ongoing relationships with all donors, regardless of the size or frequency of their gifts. A donor may request information about how funds received were expended and if the results of such efforts were successful. Many grantors and foundations require an update on how the funds were used as a condition of receiving the financial support, as well as being able to apply for and receive support in the future.

### **Development Plan Purpose**

In order to help support the operations of NHTI, a development plan that is aligned with the College's strategic plan is in place to help direct all fundraising efforts to those areas in need of financial support. This plan builds on the strengths of the institution and cultivates donors from our alumni, individual community supporters, local and state-wide businesses, and charitable foundations. Articulating the need for support, the benefits of charitable giving, and our positive economic and workforce development impact in the greater Concord area will be key to our plan's success.

### **Development Plan Focus Areas**

The following focus areas are broad categories that align with our adopted strategic plan and allow us to innovate to meet the area workforce needs, while at the same time supporting our students, faculty, and staff:

#### **Innovative Teaching and Learning**

- Equipment Fund
- Professional Development Fund for Faculty and Staff

#### **Economic Mobility**

- Alumni Tracking and Engagement

#### **Caring Culture**

- Lynx Food Pantry
- NHTI Cares Fund
- President's Fund for Excellence
  - Book Fund
  - Student Scholarships
  - Other Support Services
- Laptop Loaner Program
- Student Scholarships

#### **Diverse Community Needs**

- ESOL summer bridge program
- Professional Development Fund for Students of Color
- Accessibility Office equipment and technology support

#### **Partnerships with Business and Education**

- Business Training Center
- Academic Program Support
- Athletic Program Support
- Student Support

#### **Culture of Fundraising and Stewardship**

- Transparent Fundraising Efforts
- Marketing and Reporting of Campaigns/Efforts

## **Development Plan Goals**

The successful implementation of these goals will engage key stakeholders, raise awareness of our academic and student life programs, help us to acquire new donors, strengthen existing ones, and diversify giving opportunities. The result will be a more robust income stream in support of the focus areas listed and the College as a whole.

- Establish a culture of fundraising that involves the NHTI advisory board, academic program advisory boards, faculty, staff, and students.
- Annually increase fundraising totals (cash and in-kind donations) by 10%.
- Research available charitable foundations and grants in support of identified needs; work with appropriate programs, departments, and shared governance, to apply for funding; increase the number of applications and funding success by 10% annually.
- Explore funding opportunities through the State of New Hampshire, including relevant departments, agencies, and funding programs in support of our Business Training Center and high-demand degree and certificate programs.
- Practice good stewardship with existing funds and donors; establish policies and procedures to ensure longevity of funds and relationships.
- Review past (lapsed) corporate donors, event sponsors, individual donors, and grant funders for renewed financial support.
- Focus on the development of longer-term giving efforts, such as legacy bequests, the establishment and endowment of scholarships, and naming rights of capital facilities and programs to support financial stability.
- Diversify opportunities for corporate giving that are not solely event focused.
- Implement a major donor program to identify and solicit alumni and community members for large one-time or multi-year donations.
- Strengthen connections in the business and non-profit community to increase in-kind donations of goods and services needed for academic programs, student support services, and facility needs in order to reduce our financial burden.
- Develop clear messaging for all development plan implementation efforts to ensure that prospective donors understand what they are being asked to support, all members of the NHTI community know what fundraising efforts are being undertaken, and future stewardship is easily tracked.
- Work with academic programs and academic affairs to identify equipment needs, operational support needs, and student support needs for fundraising efforts.
- Collaborate with academic programs to identify prospective alumni, business and community partners, and advisory board members.
- Work with student life and student affairs to identify equipment needs, operational support needs, and student support needs for fundraising efforts.
- Collaborate with student affairs programming to identify prospective alumni, business, and community partners to outreach to for financial support.