

**CAL POLY FOUNDATION**  
*Campaign Readiness Program*

**Recommended Tasks**  
*January 2008 – June 2009*

**Task I: Follow-up with Interviewees**

- ☐ Send letters of appreciation and a summary of findings to all others
- ☐ Meet personally with selected interviewees (list provided)

**Task II: Solicit Donors Willing to Support Endowment**

- ☐ Develop a list of 25 qualified priority donor prospects (list provided)
- ☐ Qualify identified prospects and campaign leadership

**Task III: Revise Mission and Vision**

- ☐ Examine the mission & vision of The REC Program
- ☐ Identify steps needed to change the program's name
- ☐ Identify steps needed to elevate program to department status
- ☐ Update collateral materials with revised vision

**Task IV: Strengthen Advisory Council**

- ☐ Increase Advisory Council by eight to ten members
- ☐ Recruitment emphasis should be on individuals of high wealth capacity, key leaders of top-tier corporate and industry entities who have substantial influence and increased capacity to both give and get gifts for the program.

**Task V: Begin Long-Term Donor Cultivation**

- ☐ Establish a public relations plan
- ☐ Update collateral materials with revised vision
- ☐ Communicate program's impact on the industry
- ☐ Profile alumni accomplishments
- ☐ Engage faculty, Council & university resources to promote the program among industry leaders
- ☐ Create a Director's Letter

**Task VI: Build Internal Capacity**

- ☐ Explore creation of a full-time professional position focused on fundraising
- ☐ Authorize retaining professional development counsel

**Task VII: Campaign Positioning**

- ☐ Reassess the program's readiness for an expanded endowment development program in coordination with a University-wide comprehensive campaign now in the planning stages.