



Strategic Plan for July 2019 through June 2022
 Approved on June 5, 2019
 Revised N/A

Columbia Gorge Community College Foundation builds dreams and transforms lives
 by cultivating respectful relationships that promote lifelong learning.

Strategic Goal #1: CGCC Foundation will align its efforts with the college's strategic plan through acquisition and allocation of foundation resources.

Proposed Objectives and Action Items	2019-20	2020-21	2021-22	Lead	Proposed Benchmark/Progress
1. Work with college leadership to identify funding priorities and timelines					
2. Develop messaging and identify appropriate board members to deliver it					
3. Contact/develop relationships with corporate partners					

Strategic Goal #2: CGCC Foundation board members will serve as outstanding college ambassadors with a focus on fundraising.

Proposed Objectives and Action Items	2019-20	2020-21	2021-22	Lead	Proposed Benchmark/Progress
1. Develop ambassador packet					
2. Train members on packet					
3. Develop monthly talking points					
4. Train board in fundraising					
5. Explore/define foundation board member monetary contribution					
6. Define alignment with CGCC fundraising efforts/strategies					

Strategic Goal #3: The foundation board composition will reflect the demographics and educational needs of the CGCC service area.					
Proposed Objectives and Action Items	2019-20	2020-21	2021-22	Lead	Proposed Benchmark/Progress
1. Recruit board members to fill gaps					
2. Plan for succession of key foundation roles					

Strategic Goal #4: CGCC Foundation will grow its assets.					
Proposed Objectives and Action Items	2019-20	2020-21	2021-22	Lead	Proposed Benchmark/Progress
1. Set fundraising targets by designation/category					
2. Meet three-year fundraising goals					
3. Increase donor revenue by size category					
4. Work with college fundraising arm to increase funds from grants					