

Task Force Statement for Philanthropic Strategy Development Task Force

Mission:

To develop a comprehensive philanthropic strategy that aligns with PRP's mission and long-term goals, determining the most effective approach to secure financial resources that will enable us to achieve our vision for the future. This task force will explore various strategic options to ensure the sustainability and growth of PRP as we approach our 100th anniversary in 2029.

Purpose:

The Philanthropic Strategy Development Task Force is established to assess and recommend the best path forward for PRP's fundraising efforts. The task force will explore three potential strategic priorities—conducting a major capital campaign, focusing on alumni engagement and small donations, or pursuing large gifts and sponsorships. The team will analyze the feasibility, potential impact, and requirements of each option, providing a detailed strategy and implementation plan to guide PRP's philanthropic efforts.

Objectives:

1. Evaluate Fundraising Options:

Assess the feasibility, benefits, and challenges of three distinct fundraising strategies:

- A major capital campaign.
- An alumni-focused small donations campaign.
- A large gifts and sponsorships approach.

2. Develop a Strategic Recommendation:

Provide a clear recommendation on the most effective philanthropic strategy for PRP, based on data, stakeholder input, and alignment with organizational goals.

3. Create an Implementation Plan:

Develop a comprehensive plan for the recommended strategy, including goals, timelines, resources required, and key milestones.

Key Strategic Priorities to be Assessed:

a) Major Capital Campaign for the 100th Anniversary (2029)

- **Goal:** Determine whether PRP should undertake a capital campaign to raise \$100,000 or more by its 100th anniversary in 2029. If it is determined that we should, then the committee would work on the following:
 - **Theme and Marketing Approach:** Develop a unifying campaign theme that resonates with PRP's history and future vision, and craft a marketing strategy that communicates this theme effectively.
 - **Gift Pyramid Development:** Create a critical gift or donor pyramid to estimate the types and numbers of donations needed to meet the campaign goal, focusing on securing large gifts.
 - **Brand Weakness Analysis:** Identify and address any brand weaknesses or gaps that could impact the success of the campaign.
 - **Campaign Phases:** Educate stakeholders on the "quiet phase" of a capital campaign, outlining steps for a discreet beginning to build momentum before a public launch.
 - **Campaign Launch and Branding:** Plan the full campaign launch, including branding ideas, events, and communications, to achieve the 2029 fundraising goal.

b) Alumni Engagement and Small Donations Campaign

- **Goal:** Determine if PRP should focus on engaging alumni and securing small donations to support specific initiatives, such as scholarships or the continuation of the tournament. If it is determined that we should, then the committee would work on the following:
 - **Target Goal:** Set a clear, achievable fundraising goal tailored to alumni contributions and small gifts.
 - **Engagement Strategy:** Develop a plan to connect with PRP alums, leveraging existing networks and creating new channels of communication.
 - **Online Giving Infrastructure:** Propose modifications to the website to facilitate small donations, ensuring a smooth and engaging donor experience.
 - **Fast Track Plan:** Create a streamlined plan to quickly implement the strategy, maximizing participation and visibility in a short timeframe.

c) Large Donations and Sponsorships

- **Goal:** Assess the potential of seeking large donations from private equity, corporations, sponsorships, and major donors. If it is determined that we should, then the committee would work on the following:
 - **Donor Identification and Cultivation Plan:** Identify prospective large donors, including private equity and corporate partners, and develop a plan for cultivating these relationships.
 - **Staffing and Resources:** Consider the need for hiring a part-time position or consultant to focus on major gift cultivation and donor relations.
 - **Networking and Relationship Building:** Prioritize building and leveraging networks over broad-based marketing, focusing on high-touch engagement strategies.

Roles and Responsibilities:

- **Task Force Chair:** Lead the task force, facilitate discussions, and ensure alignment with PRP's strategic goals and timelines.
- **Task Force Members:** The task force will include representatives from the executive committee and each of the 5 Phi Rho Pi Regions. Each member will contribute their expertise to ensure a comprehensive approach.

Deliverables and Timeline:

Deliverables will include a report with recommendations and an implementation roadmap. The task force will present its findings to the president of Phi Rho Pi by May 16, 2025.

Communicating and Reporting:

The task force chair will provide monthly updates to the president. A final presentation will be made to the executive committee during their summer 2025 retreat.

Success Metrics:

- Clear identification and execution of the most effective philanthropic strategy for PRP.
- Achievement of fundraising goals aligned with the chosen strategy.
- Increased donor engagement and satisfaction, particularly among key target groups.

- Strengthened organizational capacity for future fundraising efforts.

Conclusion:

The Philanthropic Strategy Development Task Force is dedicated to evaluating and recommending the best fundraising approach for PRP as we look towards our 100th anniversary and beyond. By carefully considering the unique opportunities and challenges of each option, we aim to create a strategy that not only meets our financial goals but also deepens our relationships with supporters and amplifies our impact in the community.