

# University Advancement | **Developing a Culture of Philanthropy**

## **UA Team**

University Advancement is made up of the Alumni and Constituent Relations, Operations (Advancement Services), Development and UA Communications teams. Our goal is to create a culture of philanthropy at CWU. To do this, we will align with campus partners and remain focused on advancing CWU through its mission and vision.

## **UA Mission**

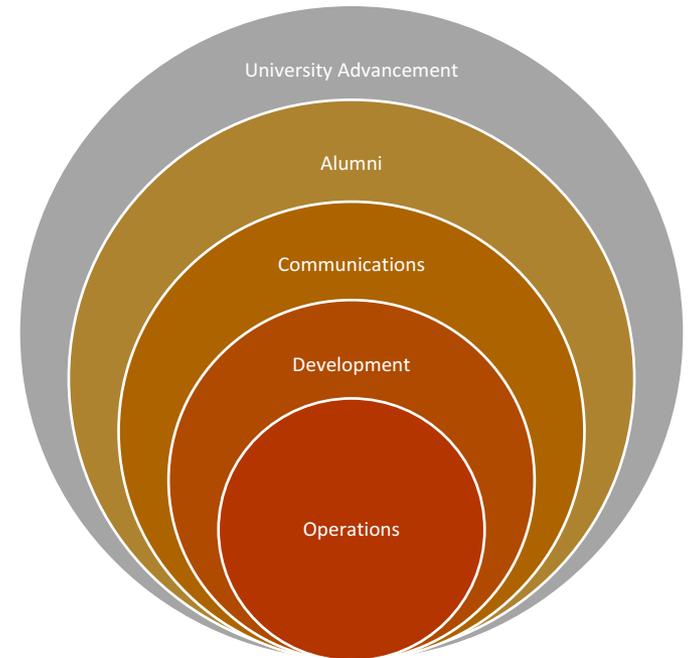
University Advancement exists to build a movement of greater community, connection and capacity for Central Washington University—so that Central’s mission can be more fully lived out (LOUD) in the lives of its students, faculty, alumni, donors and friends.

## **UA Vision**

Over the next five years, and through collaborative partnerships with campus and volunteer leadership, UA will plan, resource, and initiate a comprehensive alumni and donor engagement campaign that will position Central Washington University as the premier higher education experience in the West, as well as a first-choice recipient for the time, talent and resource investments of its core constituents.

## **Core Commitment**

Realizing that how we accomplish our work together is as important as the end result, University Advancement commits itself to being a forward-thinking learning organization where first class talent is honored innovation, best practice and the individual/collective partners. recruited and retained within a highly collaborative culture that strengths of its UA team members and campus/volunteer



# University Advancement | **Support & Engagement**

## **UA Support**

Engage with alumni, community members, donors and friends via alumni or UA sponsored events and programs to increase engagement and philanthropy with Central.

Tactics and examples can include:

- Formal, exclusive events, managed by UA (Alumni and/or Development teams); lead times vary, but typically request 8-10 weeks
- UA lead collaborative planning (in conjunction with other departments or colleges) through a steering/planning group with representatives from across the university to maximize efficiencies, increase buy-in and overall impact
- For programs and events created within UA, all tactics and areas of planning will be managed in UA, in partnership with department heads, campus leadership and other key areas
- For partner programs and events, we recommend a planning committee to align on tactics, deliverables, and responsibilities

## **UA Resources**

We look forward to engaging with you on these types of projects. Here are a few resources for your reference:

- Email [university.advancement@CWU.edu](mailto:university.advancement@CWU.edu) or [alumni@cwu.edu](mailto:alumni@cwu.edu) to engage on your area or program today. (We are currently planning for 2018-19.)
- For UA Requests, visit TeamDynamics via myCWU or this link <https://cwu.teamdynamix.com/TDClient/Requests/ServiceCatalog> and click [University Advancement](#).
- For questions on current projects or to initiate a communication support request, email [UACommunications@cwu.edu](mailto:UACommunications@cwu.edu).
- For event ticketing, contact Wildcat Tickets at [www.cwu.edu/tickets](http://www.cwu.edu/tickets).
- Visit our web pages at [www.cwu.edu/university-advancement](http://www.cwu.edu/university-advancement), [www.cwu.edu/alumni](http://www.cwu.edu/alumni), [www.cwu.edu/foundation](http://www.cwu.edu/foundation).

