



#5 - Achieve advancement success.

We must cultivate a culture of giving to support our capital improvements, endowment and annual fund which is necessary to fund critical strategic initiatives.

- A.** Consider adding an additional staff member to support enrollment management and parent engagement.
- B.** Implement a long-term development strategy that attends to the required capital to support campus projects and endowment growth.
- C.** Continue to cultivate large donors for the eventual major requests without exhausting opportunities for less significant efforts.
- D.** Launch additional methods to ensure that Mercy stays connected with graduating alumnae and explore opportunities to bring alumni back to Mercy more often (post COVID-19). Give alumni a reason to reconnect with an old classmate or faculty member.
- E.** Formulate "combination" sponsorship packages that allow donors to sponsor multiple events, while streamlining donor solicitation.
- F.** Grow the endowment in an effort to minimize financial pressures from financial aid on the operating budget. Consider creative ways to fund endowments, including a campaign in honor of Mercy's 100th Anniversary in 2028.
- G.** Evaluate needs and upgrade the advancement database to aid in the execution of the overall development plan.