## PSU Foundation: Strategic Direction 2017 – 2020

### Vision
An engaged, diverse and generous community in support of PSU

### Mission
To advance PSU through relationships, community connections, and philanthropy

### Values
- Collaboration
- Integrity
- Transparency
- Empowerment
- Donor-centric

### We are:
**Authentic:** We are proud of who we are, and grateful to all who support PSU.
**Bold:** We are ambitious, confident, and proactive.
**Innovative:** We always find new ways to match our donors’ dreams to the University’s needs.
**Inspiring:** We believe in a bright future, and work tirelessly to create it.
**Listeners:** We are thoughtful and responsive to our donors, the University and our community.
**Stewards:** We care for our donors, alumni, and community; we manage resources responsibly.

### Imperatives

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| Create a culture of philanthropy | - Raise more than $300 million through the comprehensive campaign  
- Increase the number of repeat donors with major gift capacity by 500  
- Increase corporate donations from $3 mil (FY16) to $7 mil (FY21)  
- Increase faculty involvement in major asks & attendance at philanthropic events  
- Increase peer-to-peer involvement in major asks & attendance at philanthropic events | - Launch, complete and celebrate a successful comprehensive campaign  
- Embed constituent engagement and stewardship throughout the organization  
- Demonstrate the value of partnering with PSUF to the campus community and beyond  
- Educate and empower Foundation, University, and Alumni Association leadership to become advocates and partners in fundraising for PSU  
- Educate internal and external constituents to support philanthropy at PSU  
- Make giving easy |
| Enhance our organizational capacity | - Increase annual support from $33 to $50 million annually  
- Maintain employee job satisfaction & engagement at or above industry average  
- Reduce employee turnover to at or below industry average  
- Establish baseline and then increase donor satisfaction as measured by surveys conducted every two years | - Create and retain a collaborative, passionate, and invested team  
- Create a consistent and meaningful experience for donors  
- Develop a robust and sustainable fundraising pipeline  
- Implement new Constituent Relationship Management (CRM), financial and document management systems  
- Implement program of business intelligence at all levels of staffing and management  
- Develop and align operational plans across the organization  
- Identify and implement organizational best practices |
| Elevate our reputation | - Align and enhance brand messaging of all donor and alumni touchpoints as measured by surveys conducted every two years  
- Increase reputation and positive perception of PSU Foundation by PSU community as measured by perception survey | - Leverage the comprehensive campaign to promote relationships for PSU  
- Partner with University Communications to align with campus brand initiatives  
- Create a consistent experience for campus partners and external constituents  
- Identify and promote our best opportunities to positively differentiate PSU (training staff, board, volunteers)  
- Communicate the impact of PSU’s research and educational programs  
- Maintain and improve processes that safeguard donor and constituent information |

### Position
We connect and inspire alumni, students and community members, enabling PSU to:
- Be an anchor institution, providing the Portland region with a highly educated population, substantial economic impact, and distinctive contributions to its culture.
- Contribute unique scholarship and research that support quality of life through problem solving.
- Deliver on its access mission, contributing to a highly educated and diverse community.