

Kansas State University Foundation

FY26 Organizational Goals

- I. Supporting our long-term objective to: Maximize relationships, partnerships, and outcomes to deliver exceptional impact for K-State**
 1. Achieve a \$220M annual fundraising target in partnership with the K-State Alumni Association and K-State Athletics.
 2. Achieve the KSUF optimal donor count targets using integrated marketing strategies and progressive fundraising techniques.
 3. Grow the LTIP value to meet the target of \$1.137B through a combination of new gifts and investment returns.
 4. Initiate an evolution of partnership and collaboration between KSUF and the K-State Alumni Association.

- II. Supporting our long-term objective to: Translate the impact of philanthropy for K-State through our brand, transparency, and an exceptional donor experience**
 1. Create, integrate and adopt existing and new tools that build strong brand consistency and aligned behaviors across the organization.
 2. Streamline internal processes to reduce friction and improve efficiency and enhance interactions to deliver exceptional donor experiences, increasing the likelihood that donors to become lifelong supporters of K-State through the KSU Foundation.

- III. Supporting our long-term objective to: Deliver the highest return on investment for K-State through progressive business practices and continuous innovation**
 1. Enhance the efficiency and effectiveness of the digital workplace for employees.
 2. Assess and utilize AI methods and platforms to enhance the donor experience, improve gift officer efficiency, and identify new prospects.
 3. Create an organizational framework that establishes guidelines on when and how to seek legal advice on behalf of the KSU Foundation.
 4. Engage internal and external strategic partners to apply for STAR Bonds and tax incentives for the Edge District.
 5. Assess the organization's current data-driven strategy and develop a plan that includes staffing and technology resources.

- IV. Supporting our long-term objective to: Nurture a culture of excellence that offers each KSUF team member the opportunity to build their pinnacle career experience**
 1. Complete a compensation structure and job benchmarking project to ensure continued alignment of KSUF compensation against the market.
 2. Refresh KSUF all-staff meetings and summits to ensure employees are informed, inspired, and have a sense of engagement and confidence in the operations of the organization.