

KSU Foundation Long Term Objectives

FY24 – FY30

I. Maximize relationships, partnerships, and outcomes to deliver exceptional impact for K-State

- a) Grow annual fundraising production to \$250M by 2030; drive donor count by optimizing and leveraging our technology, effectively engaging prospects, and creating compelling cases for support
- b) Increase long term investment pool market value to \$1.3B by 2030 through investment returns and additions
- c) Deliver investment management outcomes to achieve absolute long term investment pool growth; exceed policy benchmarks; and meet median ranking or better among peers
- d) Enhance and deepen collaborative partnerships with the University, Alumni Association, and Athletics that are unified and create optimal experiences for our donors, friends, alumni and fans

II. Translate the impact of philanthropy for K-State through our brand, transparency, and an exceptional donor experience

- a) Deploy progressive marketing techniques, driven by data, to collect insights and create increasingly effective personalized engagement for target audiences
- b) Protect our brand by maintaining exceptional compliance and audit outcomes that promote the highest accountability and transparency
- c) Deliver a stewardship experience for donors that demonstrates meaningful impact and inspires continued giving
- d) Cultivate, elevate, and empower three diverse volunteer groups (Trustees, Board of Directors, Student Foundation) who participate in shaping a bright future for philanthropy at K-State

III. Deliver the highest return on investment for K-State through progressive business practices and continuous innovation

- a) With University leadership, identify and pursue University priorities that have philanthropic potential and initiatives that achieve shared operational excellence
- b) Sustain budget growth balancing new and existing revenue sources, leveraging assets, and optimizing technology platforms
- c) Activate the Edge District for K-State by strengthening economic development, corporate partnerships, and student talent
- d) Test and implement progressive fundraising strategies and technology to propel and grow annual results

IV. Nurture a culture of excellence that offers each KSUF team member the opportunity to build their pinnacle career experience

- a) Showcase respect, trust, inclusion, and appreciation for every team member earning their full engagement and discretionary commitment to our mission
- b) In balance with organizational effectiveness and financial strength, provide total compensation and benefits that are above market, competitive among peers, and support all our team members and their families
- c) Set our talent up for success and growth by creating onboarding and training programs, and providing professional development opportunities
- d) Measure progress, reward results and celebrate success through constant and consistent team communication that highlights impact, progress and a compelling vision for the future