BGSU Foundation, Inc.
Strategic Plan
Executive Summary

The Bowling Green State University Foundation, Inc. presents its strategic plan for 2012 to 2015. The strategic plan is designed to coincide with and support the strategic priorities of Bowling Green State University and aims to provide opportunities to support the mission of the University and to enhance its academic and athletic reputation.

The strategic plan represents an innovative and ambitious outline for the next three years. While many of the strategic goals are modifications of past practices, the mission remains the same - to support and enhance the University’s academic, athletic and programmatic priorities and endeavors, and to effectively steward donors.

The plan is designed to coincide with strategic areas of focus of the Foundation. These areas include:

- Continuous assessment of the Foundation’s investment plan with particular focus on diversification and long-term growth;
- Increased private giving through focus and emphasis on (a) building the base, (b) retaining leadership givers and identifying new ones, (c) enhancing stewardship efforts;
- Enhancing the BGSU and Foundation brands and positioning through a comprehensive communications plan;
- Enhancing intentional alumni involvement and engagement through rigorous alumni programming;
- Assisting in preparations for the University’s next comprehensive campaign.

The plan is organized around elements central to the Foundation’s operations and mission. These areas consist of private giving, investment management, finance/audit, governance, stewardship, and communications. Most of the objectives outlined in the plan are clearly measurable. While designed to span a three-year period, the plan will be evaluated annually. If needed, the objectives and measurable outcomes will be amended to balance the ever changing climate of higher education.

The areas and the goals of each are:

**Private Giving**
The BGSU Foundation, Inc. will facilitate new levels of philanthropic support that will increase annual giving and the endowment to a level equal to that of peer and aspirant institutions and will provide access to and excellence in a BGSU education.

**Investment Management**
The BGSU Foundation, Inc. will ensure prudent and effective investment of Foundation funds. Its investment policy will seek intergenerational equity, preserve the purchasing power of the endowment and provide a predictable and growing income stream to Bowling Green State University.
**Finance/Audit**
The BGSU Foundation, Inc. will provide financial management reporting and donor data base information to ensure effective management of Foundation assets and stewardship of donor information to support its fund raising mission.

**Stewardship**
The BGSU Foundation, Inc. will foster the maintenance of reporting systems to sustain and enhance relationships, including recognition and communication programs which encourage consistent involvement and increasing levels of philanthropy. Through the acquisition and retention of donors, increased levels of giving among donors, the proper use of funds and the fulfillment of donor intentions, the Foundation will meet measurable, industry standards.

**Communications**
The BGSU Foundation, Inc. will develop and implement a comprehensive, strategic communications plan designed to provide information to alumni and donor constituencies.

**Nominating and Governance**
The BGSU Foundation, Inc. will recruit and orient a diverse, committed, and qualified group of individuals for director service, and will provide opportunities for meaningful engagement and involvement. It will practice good governance by conducting a regularly scheduled review of all governance related documents to ensure they accurately reflect current Board activities and are consistent with industry standards and best practices.

For more information about the Bowling Green State University Foundation, Inc. and its strategic plan, contact:

Bowling Green State University Foundation, Inc.
Mileti Alumni Center
BGSU
Bowling Green OH 43403
419-372-2424
advance.bgsu.edu