

ACTIONS

High level verbs - "To _____"

- ⊗ Support
- Fund raise
- Advertise
- Generate
- Represent
- ⊗ Steward
- ⊗ Inspire
- Facilitate
- ⊗ Bolster
- ⊗ Enhance
- Connect
- Nurture
- Create
- Direct
- ⊗ Bridge
- Cultivate
- Engage
- Provide

TARGETED BENEFICIARIES

The who/what that benefits from
your work the most

Students

College

Programs

Donors

Faculty

Alumni

Community - Region

Future

Business Community

Facilities

PROBLEMS

What problems do your services solve?

- Financial barriers
- Employment
- Unrealized ~~and~~ Expectations
- Skills
- Visibility - Outreach
- Workforce Development
- Unmet Needs
- Quality of life
- Culture → Arts

SERVICES

What services do you provide?

Scholarships

Program support

Relationships

Events

P/R

CAUSE

Is there an overarching cause
you support?

Difference maker

Access

Improve quality of life

Opportunity

Education

- Redemption

PARTNERS

Are there any non-standard partners
that are critical to your model?

- Military
Employers

Educational
Partners
- Elected officials

Generosity

Students

College/~~Community~~

Impacting Students' lives

by utilizing your generosity

to support the college & strengthen
our ~~the~~ community

Bridge

Student
Ambition

Opportunity

Inspire

generosity

Bolster

Excellence → college

^{Enhancing}
[Improving] Students' lives by ~~using~~ utilizing
{your gifts} to support the
College and ~~students~~ ^{improving} enhance
→ your generosity } Community

Strengthen
Enrich
Elevate