



WSU Foundation Advocates and Advocate Ambassadors Roles and Responsibilities

WSU FOUNDATION ADVOCATES

WSU Foundation Advocates are critical to philanthropic success at the university. WSU's ability to expand development opportunities requires a broad range of individuals who are dedicated to the advancement of WSU's goals. Advocates have unique relationships and experiences that complement and support the WSU Foundation's efforts to engage more supporters of WSU's land-grant mission. Advocates will have the option to serve in roles that fit their time and talents.

The WSU Foundation will provide Advocates with knowledge of both the WSU Foundation and the university, along with their aspirations, missions, programs, and financial condition. Advocates support the fundraising goals and aspirations of the WSU Foundation and the university through their own personal financial commitment and by building relationships with prospective donors. After identifying their areas of interest and skills, Advocates may be asked to serve on committees and task forces of the WSU Foundation, to host special events that advance the mission of the university, and to contribute to the development and maintenance of the philanthropic pipeline supporting WSU.

The WSU Foundation depends on volunteer Advocates to amplify the WSU Foundation's fundraising efforts on behalf of WSU. Advocates are responsible for supporting a culture of philanthropy, advocacy, outreach, engagement, and stewardship. Advocates may participate in all phases of development of private resources, by offering the following.

Responsibilities

- Gain a comprehensive knowledge of both the WSU Foundation and university, their aspirations, missions, programs, and financial condition.
- Attend WSU Foundation meetings during a term of service (six meetings take place during a term). Meetings are held twice per year, typically in the fall and spring. Virtual and in-person options are available; in-person attendance is strongly encouraged, when permissible.
- Serve on a WSU Foundation or college/campus/unit committee, working group, and/or task force that fits with your interests or skill sets.
- When opportunities arise, host special events that advance the mission of the university.
- We ask that you support the fundraising goals and aspirations of the WSU Foundation through personal, meaningful commitment of a suggested minimum annual gift at the President's Associates level (\$2,500+)
- Assist the institution in building relationships with prospective donors.
- Identify and nominate Advocate candidates and serve as a mentor for new volunteers.



Cultivation, Referrals, and Discovery

- Expand WSU's donor base by connecting staff with individuals who seem to have capacity and inclination to support WSU or have significant influence with corporations and other entities that have capacity and inclination to support WSU.
- Open doors to philanthropic referrals for individuals, corporations, foundations, and other organizations.
- Make the initial contact with prospective donors to ensure that an appointment by staff will be taken.
- Accompany staff on prospective donor visits.
- Follow up with prospective donors after a staff visit on potential next steps.
- Alert staff of critical WSU donor information that warrants staff follow-up, including:
 - Changes that may warrant a gift-planning conversation;
 - Changes that suggest a broadening or changing of the area they support;
 - Donor frustration that should be brought to the staff's attention.

Stewardship

When Advocates have a special connection to a donor or a project the donor supported, they may be asked by WSU Foundation staff to:

- Call individuals to renew gifts or to thank them for current gifts.
- Support WSU's philanthropic community by connecting with fellow Advocates when becoming aware of news that has impacted their lives, such as new additions to the family, illnesses, job changes, deaths, etc.

Viral Marketing and Engagement

The WSU Foundation depends on Advocates to amplify the WSU Foundation's outreach and donor cultivation efforts. Advocates may be asked to:

- Talk with friends, family, and colleagues about their volunteerism for the WSU Foundation and share news about the WSU Foundation's successes.
- Forward marketing materials and other publications to others who might be interested.
- Amplify content on WSU Foundation and other WSU social media channels.
- Invite guests to WSU events.
- Engage with the WSU Alumni Association.
- Talk to prospective students about WSU when they are making decisions about college.
- Provide feedback on campaign strategies and messaging.



Telling the Story

To strengthen the efficacy of Advocates, we recommend:

- Becoming intimately knowledgeable or familiar with WSU's strategic fundraising efforts and campaign priorities, thereby understanding why fundraising occurs as it does at WSU.
- Learning as much as possible about what is happening at WSU (e.g., research areas, successes, exciting news) and sharing this with fellow alumni and friends.
- Being deeply knowledgeable in both a select passion area as well as a generalist area across the institution.
- Subscribing to WSU blogs, frequenting WSU websites, and researching all things WSU.
- Talking to others about what is important within higher education in Washington and in the country and sharing a personal giving story with others.

Events

Strengthen the WSU Foundation's presence and interaction with prospective donors by:

- Hosting small group get-togethers.
- Attending WSU events to take advantage of opportunities to learn more about the university and connecting with other attendees.
- Scouting event venues in certain areas on behalf of WSU Foundation staff.

Sharing Expertise and Knowledge

Advocates bring a wealth of time, talent, and treasure to support the WSU Foundation's mission, including:

- Serving on a campaign board, a WSU Foundation committee, or an ad hoc group serving the university.
- Reviewing funding proposals prior to submission to organizations with which the Advocates are familiar.
- Volunteering professional services to the WSU Foundation in such areas as legal, finance, real estate, media, etc.
- Collaborating with professional fundraising staff to share successful fundraising practices.
- Providing feedback on the WSU Foundation's efforts in stewardship and accountability.
- Talking with staff about personal philanthropic passions and plans.

Term

Advocates are appointed by the WSU Foundation CEO following a recommendation by a task force of Advocates. Advocates serve a three-year term, with eligibility to be reappointed for a second term. Following any term, Advocates may be invited or choose to join the Advocate Ambassadors for one year before being eligible for appointment to another term as an Advocate.



WSU FOUNDATION ADVOCATE AMBASSADORS

Each formerly appointed member of the WSU Foundation Advocates or Board of Directors who has completed at least one (1) full term shall be recognized and designated as an Advocate Ambassador. Ambassador is an honorific title in recognition of the active participation, financial contribution, and continuous strong interest in WSU as exhibited by a formerly appointed volunteer with the Advocates or Board of Directors.

Opportunity for Continued Engagement

Advocate Ambassadors may remain connected, engaged, and participate in activities that align with their passions, interest, and time. Advocate Ambassadors are encouraged to:

- Continue to develop a comprehensive knowledge of both the WSU Foundation and the university, along with their aspirations, missions, programs, and financial condition.
- Attend WSU Foundation meetings and stay informed. Meetings are held twice per year, typically in the fall and spring. Virtual and in-person options are available; in-person attendance is strongly encouraged, when permissible.
- When opportunities arise, host special events that advance the mission of the university.
- Support the fundraising goals and aspirations of the WSU Foundation through a personal, meaningful commitment of a suggested annual gift at the President's Associates level (\$2,500).
- Assist the institution in building relationships with prospective donors.
- Identify and nominate candidates for Advocate and Director.

Term

- Advocate Ambassadors do not have term limits and are welcome to serve as long as they wish. Advocate Ambassadors are eligible to be reappointed to the more active role of Advocate after one year.