1. 100% BOG and Senator Annual Fund Participation

2. Work with AF Staff to create and implement a “program” that educates key constituencies about the Annual Fund goal (the equivalent of a 1-2-3 program)

3. Identify and target key alumni constituencies that increased Annual Fund participate will move-the-needle on participation rate
   a. alumni volunteer groups
   b. geographies
   c. classes

4. Create culture of stewardship that increases Annual Fund retention
   a. Identify triggers for direct Annual Fund volunteer outreach to donors
   b. Work with Annual Fund staff to identify key groups with high attrition and focus on methods to increase retention
   c. Examine role and promotion of giving societies (e.g., Loyalty Society)

5. Support Annual Fund Mission through Grant Programs and Challenges
   a. Execute ASAP Grant
   b. Design challenges and apply for grant support
   c. Investigate BOG Challenge to support scholarships