



ALBUQUERQUE  
COMMUNITY  
FOUNDATION

trust • equity • integrity • accountability

## 2025 Advancement Committee Work Plan

### Goals

- **New Donor Engagement and Onboarding:** Create a strategic plan to attract, onboard, and retain new donors and guests to ACF.
- **Annual Business Meeting:** Support staff with the development of the Annual Business Meeting including donor engagement, storytelling, nonprofit impact and community collaboration.
- **Donor Diversification and Community Collaboration:** Prioritize donor diversification through partnerships and innovative approaches to inclusivity.
- **Strengthen Donor and Committee Education Through ACF 101:** Enhance donor and committee understanding of ACF's processes to increase donor engagement.
- **Advance the Royster Legacy Campaign:** Collaborate with staff to support the fundraising plan around the Royster Legacy Campaign to honor Randy's leadership and support the Impact Fund.

### Committee Members

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### Meeting Dates

- Tuesday, January 28, 2025 - 4pm - 5pm
- Tuesday, March 11, 2025 - 4pm - 5pm
- Tuesday, June 10, 2025 + Social - 3:30pm - 6:30pm
- Tuesday, August 12, 2025 - 4pm - 5pm
- Tuesday November 4, 2025 + Social - 3:30pm - 6:30pm

## **Tuesday, January 28, 2025**

- Level setting for 2025
- Approval of new Annual Business Meeting direction
- Royster Legacy Campaign Update (sent via email)
- 2025 Event overview (sent via email)

## **Tuesday, March 18, 2025**

- ACF 101: Development, grantmaking, donor pipeline and fundraising.
- New Donor Engagement strategies
- Donor Diversification with Hispanics in Philanthropy and Native Americans in Philanthropy
- Annual Business Meeting update

## **Tuesday, June 10, 2025**

- Annual Business Meeting update
- Royster Legacy Campaign updates
- Donor Call Plan + Donor Survey
- Social!

## **Tuesday, August 12, 2025**

- Approval of Advancement Committee Charter updates
- Annual Business Meeting Fundraising & Logistics
  - Ticket sales, etc.
- Values Aligned Philanthropy communications plan

## **Tuesday, November 4, 2024**

- 2025 Successes
- End of Year Giving
- Social!