



ALBUQUERQUE
COMMUNITY
FOUNDATION
trust • equity • integrity • accountability

MEMO

To: ACF Board of Trustees
From: Denise Nava Wyrick, Marketing & Development Senior Director
Date: February 18, 2025
Re: Royster Legacy Campaign

The Randy Royster Legacy Campaign aims to honor the leadership of President & CEO, Randy Royster by supporting the Impact Fund. Through strategic fundraising, donor engagement, and a celebratory event, the campaign ensures Randy's legacy will continue to inspire positive change and strengthen our community.

Donations to Support the Impact Fund

The Impact Fund advances our mission by growing the endowment, and focusing on:

- Strengthening community initiatives
- Supporting capacity building for nonprofits
- Providing emergency relief
- Funding for Annual Business Meeting grantmaking

Fundraising Strategy

To achieve our fundraising goals for the Royster Legacy Campaign, a subcommittee has been established. This subcommittee includes:

- Pam Hurd-Knief, Co-Chair
- Walter Stern, Co-Chair
- Brian Colón, Member
- Randy Royster, ACF President & CEO
- Marisa Magallanez, ACF COO
- Denise Nava Wyrick, ACF Marketing & Development Senior Director
- Kelsey Martin, ACF Development Manager

Key strategies will include:

- Phone calls to key prospects.
- A targeted letter campaign.
- In-person meetings to cultivate relationships.
- Exploring the potential for donor matches to amplify contributions.

Prospect Identification

We have identified several key groups to engage in our fundraising efforts:

- Past and current Trustees
- Family and friends of Randy
- Local and national colleagues
- Donor Advised Fund holders
- Heritage Donors

Celebration in Honor of Randy

As part of our efforts to recognize and celebrate Randy's legacy, we will honor him at a **special celebratory event in September 2025**. This event will be an opportunity to highlight his contributions, strengthen community connections, and inspire further support for the Foundation.