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# FRIENDS OF PETALUMA CAMPUS TRUST AAA SURVEY

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**PLEASE COMPLETE BY AUGUST 2, 2019**

Dear FoPCT Member,

Keeping our mission in mind, the purpose of this survey is to determine the current interests and composition of the Friends, and to help us to develop a strategic plan for fundraising and outreach in support of the SRJC Petaluma Campus.

## WHAT IS A 'TRIPLE AAA BOARD/COMMITTEE'?

A board/committee with an **AAA Rating** is one where every member is motivated to be an *Ambassador, Advocate* and/or *Asker*—these board/committees thrive when there is a *culture of philanthropy* throughout the organization.

## THE CULTURE OF PHILANTHROPY

- Commitment to mission, vision and values
- An understanding that each interaction with anyone in the community is part of the development process
- Everyone thinks “development”
- Staff, board/committee and other volunteers understand the importance and purpose of the organization
- Visitors, employees, donors and volunteers feel the culture when they interact with our organization

Please review the following roles and identify how you will be involved in fundraising as an Ambassador, Advocate and/or Asker.

You may select all that apply to you. In making your selection(s), assume that you will be provided information, training, materials

and support to fulfill your role(s). Thank you for completing and returning this survey.

Your Name \*

THE AMBASSADOR

## THE AMBASSADOR ROLE

- Has made an appropriate financial commitment to the organization
- A role everyone needs to play
- Has key roles in cultivation of prospective donors and stewardship of continuing donor-investors
- Needs to be well-oriented and coached in the message
- Master of the “elevator speech” (and the “elevator questions”)
- Catalyst for donor-investor renewal
- Master of the “elevator speech” (and the “elevator questions”)
- Catalyst for donor-investor renewal

### I AM WILLING TO BE AN AMBASSADOR AND DO THE FOLLOWING:

☐

Bring interested friends and acquaintances for a tour of the Petaluma Campus to showcase students, programs, and facilities.

☐

Bring interested friends and acquaintances to a SRJC Petaluma Campus event or activity.

☐

Use my social networks to send out messages encouraging my friends to give and get involved.

☐

Participate in thanking donors by calling, emailing, or sending a note.

Check all that apply

How many potential prospects am I willing to bring on a tour to this year?

Other Ambassador tasks I am willing to do:

## THE ADVOCATE

### THE ADVOCATE ROLE

- Has made an appropriate financial commitment to the organization
- Participates in information sharing (formal and informal) about the organization
- May advocate on a formal basis with city officials, foundation officers, another organization with which the organization is partnering, or informally with colleagues or potential board recruits.
- Is informed about the case for support and understands the strategic plan and vision
- Coached on desired results of personal advocacy and handling objections

### AS AN ADVOCATE I AM WILLING TO DO:

☐

Participate in program-based training about making the case for SRJC Petaluma so I can become a more informed Advocate.

☐

Offer to speak at local service clubs and other organizations to inform our community about SRJC Petaluma.

☐

Use my social networking to send information on the organization or current issues to raise awareness of our programs.

☐

Be part of creating a strategic recruitment plan and/or to assist with the recruitment and enlistment of new board members.

Check all that apply

Other Advocate tasks I am willing to do:

## THE ASKER

### THE ASKER ROLE

- Has made an appropriate financial commitment to the organization
- Enjoys sharing his/her enthusiasm for the organization and asking for an investment in the future of SRJC students
- Well informed, well-trained
- “Matched” with prospective donors (or current donor-investors) for maximum possibility of success
- Teamed with another board ‘Asker’ or staff leader
- Staff organizes the ask so the Asker’s focus can be on the single purpose of getting (or renewing) the gift
- Benefits from the work of the Ambassadors and Advocates

### AS AN ASKER I AM WILLING TO DO:

☐

Initiate conversations with people to assess their interest in making a gift, and report work with staff to participate in making the ask.

☐

Write personal letters/emails and/or make personal phone calls to invite people to become donor-investors of SRJC Petaluma.

☐

Use my social networking resources to make direct asks for student and program support at SRJC Petaluma.

☐

Team up with staff to make personal calls on potential donors.

Check all that apply

Other Asker tasks I am willing to do:

Please feel free to provide additional comments or other ideas for getting involved.

Submit