

Strategy 5: Investment in Hamline

To provide proper support for its students, staff, and community in all educational endeavors, Hamline must grow its endowment. Success in this area will provide for scholarships, students, and initiatives, allowing the University to transform the lives of its students and community.

Goal: Increase philanthropic support for the University

Objectives:

1. Launch a comprehensive campaign aimed at increasing the endowment and current funding for all aspects of University operations. In consultation with the Board of Trustees, set goals for leadership gifts for endowment principal and program support.
2. Increase participation in the Annual Fund against appropriate national norms.
3. Increase the endowment to a level commensurate with the needs of the University.
4. Build awareness among students of the impact of philanthropy at Hamline and encourage their participation in lifelong giving, with the overall goal of increasing the number and overall percentage of alumni contributors.
5. Measure and increase alumni engagement in events, activities, and programs and build campus collaborations involving staff, faculty, students and alumni in the life of the University.