Strategy: 3.4 Establish and foster client relationships that enhance philanthropic support.
Team: T. Venturino; David Wilson; S. Puchalski; J. Sykes; M. Kent; P. Farnham; G. Ferraro; C. Cobbs; S. Marks; N. Pedersen; K. Jandrey; S. Owens; G. Magdesian; J. Madigan; B. Culp; G. Hunt.

Date: Fall Quarter 2012

Summary of Activities: Brainstorming with Bill Culp, Committee members will need to discuss these items more in depth at a planned meeting in later November. Resource Materials/Data Analysis:

A. Questions that donors/philanthropists may ask and we need to answer:
   - What do we do?
   - What aspects of the UC Davis VMTH make it special?
   - How do we use it and how is this determined?
   - Can we target particular people or services?
   - Why do we need it?
   - Where will this occur?
   - Who benefits?
   - When will this benefit/gift be realized?
   - What is the return on the investment?

B.

3.4
Establish and foster client relationships that enhance philanthropic support.

<table>
<thead>
<tr>
<th>- GOALS</th>
<th>Good Will</th>
<th>Small Gifts</th>
<th>Large Gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clients</td>
<td>-Comment page on website</td>
<td>-Target specific cases</td>
<td>-Equipment</td>
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<td></td>
<td>-Posted letters in the hospital on boards/plaques, etc.</td>
<td>-Target small research projects</td>
<td>-Research</td>
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<tr>
<td>Students</td>
<td>-Discuss the importance of their education (students, interns, residents, fellows, grads)</td>
<td>-Target specific cases</td>
<td>-Equipment</td>
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<tr>
<td>Interns</td>
<td>-Discuss what makes UC Davis special (faculty, staff/alumni)</td>
<td>-Target small research projects</td>
<td>-Research</td>
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<td>Residents</td>
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<td>Fellows</td>
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<td>Graduate Students</td>
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<td>Faculty</td>
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<td>Staff</td>
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<tr>
<td>Alumni</td>
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<tr>
<td>RDVMs</td>
<td>-Comment page on their experience at UC Davis</td>
<td>-Target specific cases</td>
<td>-Equipment</td>
</tr>
<tr>
<td></td>
<td>-Speak with other RDVMS about good</td>
<td>-Target small research projects</td>
<td>-Research</td>
</tr>
</tbody>
</table>
Industry

- Small equipment
- Marketing
- Equipment
- Research
- Marketing

C. How to:
   - Keep people informed
   - Involve them in the process
   - Engage them in the excitement/enthusiasm
   - Encourage them to be champions, ambassadors
   - Faculty Champions
     - More internal support and excitement/enthusiasm
     - Talk to Development, DAC
     - Creative Marketing techniques
     - Website utilization
   - Penny Farnham and Client Services

D. Access points:
   - Clients thru the VMTH door
     - Target the ones who are excited and committee
     - ICU Reunion Party
   - Consultations with RDVMs regarding our expertise
   - Alumni (of all programs thru the SVM)
   - Public Service Announcements
     - Print and video and online/electronic media
   - Public appearances – animal activities, dog walks, horse shows, etc.
   - Meet the Faculty events
     - At exhibit hall booths at symposia
     - Highlight patient and patient care
     - Allow potential donors more access to faculty in more “engage-able” scenarios...e.g.
       - wine-tasting or more intimate dinners.
       - Wine tasting event
       - Lots of UCD alumni that probably like the SVM
       - CE events
         - Encourage events specifically for rDVMS (especially alumni)

E. Overlap likely to occur with the following Strategic Goals:
1.3 - Lead the field of veterinary medicine by sharing educational expertise and best practices locally, nationally and internationally.
2.1 - Provide supportive infrastructure and efficient services to facilitate research.
3.1 - Provide outstanding patient care in an efficient, compassionate and service-oriented manner.
3.2 - Foster excellence in clinical teaching.
3.3 - Capitalize on the large and diverse clinical caseload to support excellence in translational and clinical research.
4.1 - Identify pressing societal problems where the School can make an impact and align efforts to develop meaningful solutions.
4.2 - Broaden the diversity of the veterinary medicine community at UC Davis and beyond.
5.3 - Elevate the School's capability in marketing, branding and public relations.
6.2 - Provide a supportive environment to foster faculty and staff success.
7.1 - Strengthen external collaboration in all mission areas.

**Upcoming Activities/Initiatives:** Meetings- Nov 7th Quarterly Progress & 3.4 group on November (?) Accomplishments: TBD