

Office of Development

Mission, Culture and Guiding Principles

Mission

Princeton University strives to be both one of the leading research universities and the most outstanding undergraduate college in the world.

The mission of the Office of Development is to secure the financial support required for Princeton University to accomplish its highest priority goals and objectives; and to build a platform for future success that engages and embraces the increasingly diverse and complex population of Princeton alumni, parents and friends.

Culture

The Office of Development fosters a working environment that treats all team members with dignity and respect. We encourage all team members to make intelligent and responsible decisions, to pursue continual process improvements, and to work effectively to achieve individual and departmental goals.

- Our team members represent the excellence of the University in their interactions with other departments and offices, faculty, students, alumni, parents and friends, and members of the general public. Team members advance the long-term interests of the University and the quality, effectiveness and productivity of the Office of Development.
- We recognize the importance of professional development and seek to provide appropriate training and opportunities for career growth and advancement for our team members.
- We place a high value on teamwork and enable cross-functional communication. The collective strength and high performance of our team members are responsible for the success of our advancement efforts.
- Our team members value and model the highest standards of conduct, ethics and confidentiality. We adhere to the University's *Rights, Rules and Responsibilities* and to professional guidelines specific to fundraising.

Guiding principles

The following guiding principles inform the Office of Development's pursuit of its mission.

1. We maximize financial support for the University over time through sustainable growth of fundraising.
2. We raise funds by encouraging Princeton alumni, parents, friends and outside organizations to support the University's most important financial needs.
3. A centrally managed fundraising process and organization is the best way to provide financial support for the University.

4. We inform, engage and inspire our constituencies about the importance of Princeton and its mission (past, present and future). We do this in partnership with other offices, groups and associations involved in alumni relations and external affairs.
5. The active participation of the University community in fundraising activities – including the president, senior administrators, deans and faculty members – is vital to the success of the Office of Development.
6. Individual giving is an essential component of our fundraising efforts. In order to optimize our relationships and effectiveness with donors over the course of a lifetime, we emphasize an integrated long-term engagement, cultivation, solicitation and stewardship strategy that incorporates all of the ways in which we interact with donors.
 - a. Individuals support Princeton through unrestricted donations or restricted donations of current- or deferred-use gifts.
 - b. Annual Giving plays a crucial role in individual giving. Through Annual Giving, we raise critical unrestricted current-use funds for Princeton and also identify, educate and cultivate alumni and parent donors and volunteers.
 - c. Individual giving seeks to incorporate and reinforce the high level of alumni engagement that is a unique and defining characteristic of Princeton. A strong partnership between the Office of Development and its volunteers is a hallmark of our individual fundraising efforts. All individual giving offices share a commitment to engage a cadre of volunteers that is fully representative of the diversity of the alumni body.
7. Institutional giving is an essential component of our fundraising efforts.
 - a. Strong relationships with corporations and foundations are the cornerstones of institutional giving.
 - b. A strong institutional giving program requires close collaboration between the Office of Development, faculty and the offices involved with grants, contracts, licensing, career services and corporate affiliate programs.
 - c. Institutional giving is often optimized through collaboration with alumni volunteers.
8. We recognize and thank alumni, parents and friends for their support and involvement as both donors and volunteers. We keep them apprised of the impact of their philanthropy and the University's evolving needs and priorities.
9. Information is crucial to our success. The effective and efficient collection, management, analysis and timely dissemination of information are core components of our fundraising efforts.
10. In making decisions, the Office of Development works to optimize the effective and efficient investment of its most important resources: team members' time, budget, space, and volunteers.