



OLD DOMINION UNIVERSITY

Philanthropic Giving and Alumni Engagement Subcommittee

Monday, March 21, 2022

2:00 PM

Virtual: <https://odu.zoom.us/j/97541147994?pwd=RUIjY3o1Y1E5eHpZTkQ5V0JBaGRoQT09>

In-person: Koch Hall, 2nd Floor, Board Room

- I. Welcome - Mona Danner
- II. Overview of Fundraising Solicitation Cycle- Alonzo Brandon
- III. Advancement Budgets- Dan Genard
- IV. Discussions on Sub-committee goals- Mona Danner
 - a. Sub-committee Assignments
 - i. Alumni Engagement
 1. Staff Size
 2. Budget
 3. Communication tools
 4. Number and Types of Events
 - a. By the Association
 - b. By the Colleges
 - c. In Conjunction with Athletics
 5. Engagement Programs and Effectiveness
 - ii. Donor Trends
 1. Alumni Giving Study
 2. Overall trends in donor counts and retention
 3. Comparative Analysis
 - iii. Development Structure and Budget
 1. Staffing Size
 2. Operations Budget
 3. Fundraising Tools
 - a. Digital Fundraising
 - b. Development Software
 - c. Crowd Funding
 - d. Social Media
 4. Stewardship Capacity
 - iv. Culture of Philanthropy
 1. Stewardship
 2. Student Engagement
 - a. Education
 - b. Student Philanthropy
 3. Marketing and Public Relations
 4. Campus Education on how they can help