Philanthropic Giving and Alumni Engagement Subcommittee
Monday, March 21, 2022
2:00 PM

Virtual: https://odu.zoom.us/j/97541147994?pwd=RUJlY3o1Y1E5eHpZTkQ5V0JBaGROQT09
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