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

Virtual: https://odu.zoom.us/j/97541147994?pwd=RUI1Y3o1Y1E5eHpZTkQ5V0JBaGRoQT09  
In-person: Development Office, 4th Floor Conference 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