



Philanthropic Giving and Alumni Engagement Subcommittee

Monday, February 28, 2022

2:00 PM

- I. Welcome, Introductions, and Charge by President Hemphill
  - a. Attendees: Dr. Hemphill, Ashley, Alonzo, Mona, Betty, Bridgette, Jena, Noah, Nestor, Lesa, Jessica, Passion, Justin, Tammi, Elizabeth, Mitchell, Dan, Shanna, Linda, Ray, Joy, and Jackie.
  - b. Dates to remember:
    - i. March 14<sup>th</sup>, 2022 – Deadline for submission of mission and core values
    - ii. September 2022 – first draft will be provided to the Board of Visitors and then released for public comment.
    - iii. December 2022 – present to the Board of Visitors with public comment and their comments.
    - iv. January 2023 – Implementation
  - c. Housekeeping Item:
    - i. Establishing a forward-facing website with agendas and minutes
    - ii. This website will be accessible to the public, so they are privy to sub-committee findings and discussions
  - d. Goals and expectations:
    - i. Have a key performance indicator to measure goals and gauge success
      1. Must be quantifiable
    - ii. Set 4-5 realistic goals from what you want to see come from these discussions
      1. With 2-5 strategies focused from them
      2. Steering Committee will provide template for this for purposes of consistency
        - a. Deadline for template – June 1<sup>st</sup>, 2022
      3. Compare the trends of other institutions' philanthropic giving efforts and successes
      4. Study the alumni giving rate and how it compares to other institutions
        - a. Best practices for alumni giving engagement
      5. Study donor retention rates
        - a. Average number of donors, how we are trending
- II. Initial Feedback Discussion Led by Co-Chairs
  - a. Data will be broken-up to reflect how athletics donations, and the way we raise for it, differs from education endowments and others.
  - b. Virtual student/ODU Online learning

- i. There is specific data/metrics related to online students and how they can be engaged to give
  - ii. Will provide modules and the specific software used to engage them
- c. Ways to engage every level of giver/donor
  - i. The top 1-2% give a lot of money, however, we need to engage those lower-level donors more because they are not as willing to give
    - 1. This level of endowment is necessary to engage because they can give more frequently in smaller amounts, and it will total up faster with consistency
  - ii. In order to engage these lower levels of givers, a culture of philanthropy must be instilled in current students now, so they are more inclined to give immediately upon graduation.
    - 1. Grows base of support
    - 2. Get people to give for at least 5 years in a row because that is how we grow that base within our culture of philanthropy and lock them in for future investments
- d. Partnership with EVMS
  - i. Expand our partnership with EVMS to reflect health sciences engagement to entice donors
- e. Experts from different sectors, like EAB, will come in to explain university philanthropy metrics and how it has changed over the past five years in comparison to other institutions.
- f. Why do we contribute to our respective causes?
  - i. Passion, how it directly affects you, the difference it'll make, trust, alignment of beliefs, tax deductibility, personal gratification, someone thanked me, someone asked me to donate, giving to causes that matter, and overall stewardship.
    - 1. Stewardship: Once a person makes a gift, we must ensure that all the above stated things are felt or done to make sure they will continue to give.
- g. Solicitation Cycle Piece: we must continually engage donors at all levels, in accordance with their interests and per their prior giving history
  - i. i.e., football games, art exhibits etc.
  - ii. Target potential or existing donors based on their interests to show that we care and do the work to cultivate the relationship
  - iii. ODU currently has a C+ grade for solicitation cycles
  - iv. Need resources in order to execute solicitation cycle piece
- h. Annual Fund
  - i. Money that comes in unrestricted, not major gifts, usually under \$25,000
  - ii. Can count on receiving it annually

- iii. Cornerstone for fundraising initiatives
  - iv. Need someone to talk about ODU's current annual fund and make it more robust
  - v. Alumni would be a great group to engage to participate in the annual fund, however, we must reach out to all of them and strategically mine them
  - i. Outreach from individual departments regarding gifting/donating
    - i. Need more resources from each department given to all who come in on giving/donating
    - ii. Consider having ambassadors from each school/college that can disperse resources, how said money will impact that individual department, etc.
    - iii. Need a culture of philanthropy to establish this rapport of giving
  - j. Crowdfunding to facilitate giving
    - i. Exists but need better marketing on it
    - ii. This works great for departments like athletics
    - iii. Sites like venmo or cashapp, among others, can be used to raise money but also to have direct contact with coaches, staff, etc.
    - iv. Makes having conversations with these people more accessible
      - 1. Makes it more personal and from that, individuals will be more inclined to give in the future
  - k. Improvement within the past five years
    - i. Day of giving: March 15<sup>th</sup>
    - ii. Crowdfunding
    - iii. Apple pay and PayPal have been added to forms of payment
      - 1. Working on acquiring google pay
  - l. Return on the dollar:
    - i. 781% back to the university
    - ii. We have issues in engaging deeper/further because we only have a certain number of individual tasked with development and a vast group of individual to reach and we need money to even begin engaging them
  - m. Encouraging current students to give
    - i. How do we start teaching them?
      - 1. Must acknowledge their proximity, or distance, to wealthy and poverty
      - ii. Must research different approaches to study how it can improve
      - iii. Private institutions have class gifts, indoctrinate students to be aware that all the things they have is due to private investments/donations
  - n. Major economic crisis projected within the next 3-5 years, and we must be aware of how this can affect philanthropy
- III. Work Plan Discussion Led by Co-Chairs
- a. Microsoft Teams



- i. Documents will be submitted on teams
    - ii. Must accept invitations for teams that were sent out and begin working out of there
  - b. Possible subgroups
    - i. Culture and philanthropy
    - ii. Annual giving
    - iii. Capitol Campaign
    - iv. Mondays at 2-3pm, calendar invites will be sent
- IV. Other Business
  - a. Meeting Frequency
    - i. Every Monday, however, should that change due to workflow—that will be stated ahead of time
  - b. Meeting Date
    - i. Mondays at 2-3pm
  - c. Meeting Format
    - i. Hybrid: Virtual and in-person
- V. Next meeting
  - a. Monday, March 14<sup>th</sup>, 2022