



Philanthropic Giving and Alumni Engagement Subcommittee Meeting  
Monday, March 21, 2022

**DRAFT MINUTES**

The Philanthropic Giving and Alumni Engagement Subcommittee of Old Dominion University met on Monday, March 21, 2022, at 2:00 PM in the ODU Bookstore Building/Office of Development, Conference Room and by Zoom Video Conference. In attendance were:

**In Person**

Alonzo Brandon, Chair  
Mona Danner, Ph.D., Co-Chair  
Mitchell (Mitch) Brindley  
Anthony (Tony) Dean, Ph.D.  
Betty Rose Facer  
Daniel (Dan) Genard  
Donna Manglicmot  
Jackie Stein

**Zoom Video Conference**

Linda Caulkins  
Raymond Cheng  
Lesa Clark  
Tammi Dice, Ph.D.  
Nestor Escobales  
Gina French  
Elizabeth Hogue  
Justin Mason  
Tara Newcomb  
Passion Studivant  
Bridget Weikel, Ph.D.  
Noah Wilkins

- I. Welcome. Dr. Danner welcomed the committee in attendance. The committee reviewed the March 14, 2022, meeting minutes as presented.
- II. Overview of Fundraising Solicitation Cycle. Mr. Brandon and the committee reviewed the *Life Cycle of a Donor* document also known as the philanthropic cycle. He discussed how to successfully solicit donors as well as the approximate timeline for cultivation and stewardship. University Advancement Development Research staff receives and compiles data based on a donor's University events attendance and previous giving history. The prospective donor will receive an affinity score, which fundraisers use to assess solicitation proposals.
- III. Advancement Budgets. Advancement Budgets. Mr. Genard discussed the current FY22 budget and peer budgets based on EAB research. He provided a six-year budget overview which included benefits and salaries for positions needed in each fundraising area. The committee spent considerable time discussing staff size and positions needed for operations. Dr. Danner requested the committee to review the draft of six-year Strategic Plan Development Budget for approval at the next sub-committee meeting on March 28. She encouraged Messrs. Brandon and Genard to speak to faculty of the University about fundraising for academics benefits athletic fundraising.



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- IV. Discussions on Sub-Committee Goals.
- a) Sub-Committee assignments. The committee discussed ROI and the purpose of each sub-committee group as well as activities to engage new donors and alumni. Sub-committee group assignments are as follow:
    - i) Alumni Engagement. Mr. Alonzo Brandon, Chair; members include Messrs. Steven Becker, Tony Dean, Ph.D., Nestor Escobales and Justin Mason; Mses. Betty Rose Facer, Gina French, Jessica Ritchie, Passion Studivant and Bridget Weikel, Ph.D.
    - ii) Donor Trends. As discussed, the committee has been removed.
    - iii) Development Structure and Budget. Mr. Dan Genard, Chair; members include Mr. Mitch Brindley; Mses. Linda Caulkins, Tammi Dice, Ph.D. and Shanna Wood
    - iv) Culture of Philanthropy. Alonzo Brandon, Chair; members include Messrs. Raymond Cheng and Noah Wilkins; Mses. Lesa Clark, Elizabeth Hogue and Joy Jefferson.
- V. Adjournment. The committee will review for approval the draft Strategic Plan Budget and future sub-committee assignments.

The meeting was adjourned at 3:03 PM.

Respectfully submitted,

Donna Manglicmot  
Foundations Board Coordinator