Board of Trustees Meeting
Direct Support Organizations

PRESENTED BY
Shawnta Friday-Stroud, Ph.D.
University Advancement
Wednesday, June 6, 2018
Grand Ballroom

Florida Agricultural and Mechanical University
III. Approval of Minutes

Recommendation:
Approve the minutes of the March 7, 2018, Direct Support Organizations Committee Meeting.
Recommendation:
Approve the Amended Policy by converting FAMU IMM No. 2003-01 to FAMU BOT Policy No. 2018-01.
V. Update on Divisional Activities

1. FY 2017-18 University Advancement Updates

Fundraising Performance Snapshot

Progress:
Giving as of May 29, 2018: $3.77M
- Average gift amount: $957.05
- 3,949 donors
- Top 3 constituent groups by total giving:
  - Alumni $1.3M
  - Corporations $943K
  - Friends $417K
- Top 2 largest single gifts:
  - Corporate $105K
  - Alumni $100K
FAMU Rising Strategic Priorities
www.FAMURising.com

Strategic Priority 4: Transformative Alumni, Community, and Business Engagement

Goal 1: Enhance the University fundraising infrastructure and capacity to generate increased support for the University.

FAMU Rising Fundraising Campaign Priorities

- Student Scholarships
- Student Success Initiatives
- FAMU Athletics
- The Arts and History
Update on Divisional Activities

Ongoing FAMU Rising Fundraising Campaign & Activities

• Fundraising Initiatives
  – Student Giving Campaign (all classifications)
  – Parent and Grandparents Giving Campaign
  – FAMU Tags in FL & other states – “This is how we Roll” Campaign
  – Alumni & NAA members – Spring Appeal Campaign
  – High Net Worth Donor Prospecting

• Fundraising Initiatives
  – Matching Gifts Campaign
  – Sponsorship Packages
  – Faculty/Staff Endowed Giving Campaign Challenge
  – Faculty/Staff Scholarship Reception
  – “This is how we Roll” Campaign with Career Partner – Car Fundraiser
  – Athletics and The Arts & History Campaign
  – FAMU Retirees Giving
Update on Divisional Activities

Ongoing FAMU Rising Fundraising Campaign & Activities

- Corporate Funding/Sponsorship Opportunities
  - FAMU Industry Cluster Renaissance (11/8/18)
  - Dow
  - Ford
  - 2018 FAMU Rising Fundraising Campaign Road Trip

- Corporate Funding/Sponsorship Opportunities
  - Southern Glaser
  - Intel
  - Google
  - Facebook
  - Regions
Capital Campaign Preparations

- Preparations for the “FAMU Rising” Capital Campaign
  - Consulting Firm conducted preliminary Campaign Readiness Plan
  - Assessing Staff and Organizational Structure
  - Implementing Infrastructure Enhancements to support anticipated increased funding streams
  - Training for Deans & Staff (March – August, 2018)
Update on Divisional Activities

2. DSO Updates

A. FAMU Foundation, Inc.
   - The FAMU Foundation Board of Directors spring 2018 Board Meeting.
   - The FAMU Small Business Development Center moved into the FAMU Foundation building.
   - At March 31, 2018, the Investment balance is $123,781,957.18; the Endowment balance is $109,863,702.

B. National Alumni Association (NAA)
   - The FAMU NAA is celebrating the success of its annual conference generating more than $444,000 at their fundraising Luncheon in support of the Save Our Students Scholarships, FAMU Athletics initiatives, and the FAMU Marching 100’s journey to Pasadena; funds are still being received.
     - A spirited call to giving was made by FAMU’s 8th President, Dr. Frederick Humphries.

C. Florida A&M University Rattler Boosters, Inc.
   - Reorganization steps.
   - To increase the amount of funds provided to the Athletics Dept., The Annual Homecoming Campaign was initiated as the “Athletics Annual Giving Program”. The Homecoming Campaign is a Million Dollar goal.
“At FAMU, Great Things Are Happening Every Day.”
established 1887