



## **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

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## **Recommendation:**

Approve the minutes of the March 7, 2018, Direct Support Organizations Committee Meeting.





# IV. Approval of Amended Policy

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## **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](http://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





# Update on Divisional Activities

## 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 8<sup>th</sup> 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

