

Advancement | UCF Foundation, Inc.

BOARD OF DIRECTORS Donor Engagement and Stewardship Committee Meeting Minutes

Thursday, October 1, 2020
10:03 a.m. – 12:00 p.m.

LOCATION:	Virtual Meeting
ATTENDEES:	Joyce Virga, <i>Chair</i> , Diane Mahony, <i>Vice Chair</i> , Roslyn Burttram, Cathy Engelman, Marc McMurrin
ABSENT:	Loretta Corey, Dianne Owen, Dana Patton
STAFF:	Patrick Crowley, Lauren Ferguson, Chris Meister, Annie O'Donnell, Robert Taft (UCF Audit), Kelly Travis
GUEST:	Janet Schwartz (Parent and Philanthropy Council Member)

Chair Joyce Virga called the Donor Engagement and Stewardship Committee meeting to order at 10:03 a.m. and stated that the meeting was covered under the Florida Sunshine Law, and the public and press were invited to attend. A quorum was confirmed. Chair Virga asked the committee members if there were conflicts of interest to declare regarding the items of business listed on the agenda; no conflicts of interest were declared.

Chair Virga welcomed new committee member Marc McMurrin, and guest Janet Schwartz.

Review of the Meeting Minutes

A motion was made to approve the March 5, 2020 meeting minutes by Diane Mahony and seconded by Roslyn Burttram. The motion passed unanimously.

Donor Relations Staff Transitions

Patrick Crowley, Associate Vice President for Advancement Communications, provided the committee with information on recent staff transitions related to the Donor Relations department. A hiring freeze was in place due to the negative impact of COVID-19 and the department had to pause working on two significant projects: donor recognition societies and the donor wall. Crowley shared that the university made an exception to the freeze and allowed the department to pursue hiring a Director of Donor Relations. Chair Virga asked when the position would possibly be filled, and Crowley replied by January 2021.

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Presidential Roll Out Activities

Crowley provided the committee with an update on President Cartwright's roll out activities.

- Monthly conversations with the President, focused on small groups of highly rated prospects and donors. Each event had a specific theme, such as student debt, themed experiences, and research.
- Monthly coffee chats with the President, which target alumni, donors and prospects who live out of state. President Cartwright to provide a university update and field questions.
- Alumni Town Halls with the President and First Lady Cartwright, with the first being focused on volunteers, such as Parent's Council, social media ambassadors, 4Ever Knights, and two other events that are slated as "all call" events to capture attendance from various time zones.

Chair Virga commented on her recent meeting with President Cartwright and his emphasis on clear communication to volunteer leadership. Virga thanked Crowley and Advancement leadership for getting the resources to move forward.

Publication and Outreach Metrics

Kelsey Moscater, Assistant Director of Advancement Communications, presented information regarding the success of UCF Advancement's email open rate and click rates. Moscater also reviewed the number of social media engagements and top performing posts from August 2020. Virga asked how to increase open rates and Moscater replied that the more targeted the message the higher open rate. Virga thanked Moscater for the information.

Donor Demographics and Information

Kelly Travis, Director of Records and Gifts, provided the committee with an update on donor demographics.

Donor Recognition Society Clarification

The committee discussed clarifications to UCF Advancement's donor recognition societies, which were reviewed at their previous meeting. It was confirmed by the members of the committee that the recognition guidelines established for a future donor recognition wall are to also be used for recognition societies:

- Gifts-in-Kind, based on appraised value;
- Irrevocable planned gifts;
- Outright gifts including cash, stock, and property;
- Corporate matching gifts.

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Committee Engagement Activities

Chair Virga led the committee in a strategic discussion on committee member engagement, including serving as a host at in-person and virtual meetings. Committee participation in penning handwritten stewardship notes to donors was also discussed. Marc McMurrin offered to host an event with the Ginsburg's and will work with the UCF Advancement team on who should be invited.

As there was no public comment, Chair Virga adjourned the meeting at 10:52 a.m.

Respectfully submitted,



Joyce Virga 05/10/2021 11:56 EDT
Joyce Virga '98, *Chair*

Donor Engagement and Stewardship Committee
UCF Foundation, Inc.

Prepared by: Chris Meister, UCF Foundation

Approved on: March 31, 2021