

Troy University's  
Office of Development  
Major Gift Officer's Meeting  
April 3, 2006  
Capital Campaign Conference Room

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PRESENT: Dr. Laliberte                      Bill Minix                      Wes Allen  
                    Melody Denson                      Doug Wynn                      Meredith Welch  
                    Lee Mikell, Corporate DevelopMint consultant

(1) Welcome

- Planned Giving Summit on April 26<sup>th</sup>, HAL Hall led by Greer Polansky, Corporate DevelopMint consultant.
- Everyone will have an overview session from 8:30 am until 10 am, MGO Officers and Directors will have more advanced session from 10 am – 12 pm.
- Greer Polansky will be available during the afternoon for individual sessions.

(2) Napoleon on Project Management

- Handout by Lee Mikell

(3) Four Keys for Capital Campaign Victory

- (A) Compelling Case for Support
- (B) Outstanding Leadership
- (C) Strong Pool of Prospects
- (D) Solid Infrastructure/Campaign Plan

(4) As mentioned at the meeting on 3/15/07, the immediate goal of TROY's gift officers is building and strengthening the pool of prospects. Objectives:

- (A) TROY is able to determine and identify the 20 Major Gifts that will produce 50% of the campaign goal
- (B) TROY identifies and lists the 200 sources that are most likely to provide the largest gifts to the campaign. This group will contribute 80% to 90% of TROY's campaign goal
- (C) During the next 12 months, TROY maintains a written plan to actively cultivate the Top 200 sources and has made significant contact with each at least three times during the year.
- These objectives need to be completed within twelve months.

(5) Roundtable discussion on the purpose of all calls and mandatory/suggested questions to ask on all visits

- Handout given by Lee Mikell.
- Ask the donor/potential donor if you can come by to see them to talk about TROY.

(6) Discussion on identifying \$100K Prospects

- List made of top twenty donors
- List made of top 200 donors

(7) Solomon and the Baby – How do you divide it?

(A) Clearance System

(B) Timeframe to Contact a Prospect

(8) Cultivation versus Stewardship – what's the difference?

- Cultivation
- Stewardship

(9) Moves Management – Every visit must be purposeful with a reason that measurably contributes to reaching the ultimate goal.

(10) Other Business

- Next meeting, April 25, Capital Campaign Conference Room, 8:30 a.m.