

TROY Advancement Gift Officer's Meeting  
TROY Advancement Office  
07-26-07

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Present: Dr. Jean Laliberte, Bill Minix, Wes Allen, Tonya Howard, Melody Denson and Lee Mikell (Corporate Development consultant)

1. Welcome
2. Update on new hires /other candidates
  - Welcome to LaTonya (Tonya) Howard, Regional Director of Development – National, start date July 16, 2007
  - Ward Sullivan, Director of Planned Giving, start date August 6, 2007
  - Currently all positions are filled with exception of one Regional Director
3. Update on Annual Goals / New Annual Goals
  - Three goals not met this year were Bibb Graves, the Quad and Phenix City River Front.
  - Annual Objectives from 2007-2008 were reviewed as it is everyone's responsibility to help meet all goals.
4. Fundraiser Fundamentals Refresher and Moves Management Theory
  - Lee Mikell, Corporate Development consultant, reviewed various handouts concerning Fundraiser Fundamentals and Moves Management including the Moves Management schedule and job description.
5. New Prospects / Assignment of New Prospects
  - TROY Contact Report was distributed on Eugene Lowe. Prospects was discussed and assigned to Wes Allen in Athletics.
  - Jim Mobley, who is a friend of Lowe and mentioned in the report, is already being worked by Melody Denson.
6. Performance Goals and Evaluations
  - Copy of *Performance Goals for Major Gift and Planned Giving Officers* was given out and reviewed.
  - Each officer was asked to bring back to the next meeting criteria that they felt would be an adequate target for their evaluation to be based.
7. Review of Capital Campaign Timeline Objectives with special emphasis on August/September objectives
  - Due to time restraints, discussion of the Lifetime Giving Society and Pyramid of Giving was tabled to the next agenda.

8. New Around TROY

- Tomorrow's Events – Friday, July 27, 2007  
10:00 a.m. Graduation; 1:45 p.m. Trojan Village Dedication; 2:30 p.m.  
Barnes and Noble Grand Opening
- Faculty Staff Convocation / Ground Breaking for New Education Building  
on August 10, 2007
- Upcoming athletic events: Scrimmage on Aug. 18<sup>th</sup> and the drawdown on  
August 25<sup>th</sup>. Tickets for the drawdown are \$100 but if you want to come  
just for the meal a ticket can be purchased for \$25
- Upcoming alumni events: Leadership Seminar on August 18<sup>th</sup>.

9. Next meeting dates:

August 7, 2007

August 21, 2007

September 4, 2007

September 18, 2007