

TROY Advancement Major Gift Officers Meeting
TROY Advancement Office
08-07-07 Minutes

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

- (1) Welcome
- (2) Update on new hires /other candidates
 - Welcome to Ward Sullivan who started on August 6, 2007 as Director of Planned Giving.
 - Currently all positions are filled with exception of one Regional Director.
 - Scott and Jackie Farmer leaving Athletics.
- (3) Raiser's Edge Update
 - Training is complete; next week will be used for one-on-one sessions with consultants.
 - If you wish to have a session, contact Sonya Shirley to schedule a time.
- (4) Update on Annual Goals / New Annual Goals
 - All Major Gift Officers are responsible for helping reach all goals.
 - Capital Campaign is "SILENT" at this point.
 - Major Gifts is the "known" initiative during this silent phase.
- (5) Reminder about weekly calendar, completing tasks on time, etc.
 - Have appointments to Donna by 3 p.m. on Monday for weekly appointment calendar.
 - In Action column state object of meeting – not just cultivation.
 - Make sure that all tasks are completed and turned in on time.
- (6) Proposal Approval Process
 - Regional Director to Senior Director to Associate Vice Chancellor.
 - If corrections are to be made; the proposal will be returned to the gift officer.
 - Once corrections have been made then approval process will be repeated.
- (7) Lee Mikell's role throughout the Capital Campaign (Organization Chart)
 - Lee will serve as Campaign Director and will have direct access to all employees of the Development Department as well as Athletics.
 - He will monitor reports and visits.
 - He will have the authority to request reports and additional information.
- (8) PEG – "It Will Come Back to You" (Steely Dan)
 - PEG (lyrics to Steely Dan song).
 - Prospect Evaluation Grid.
- (9) Moves Management Update
 - Discussed prospect updates.

(10) Capital Campaign Vision Statement and Projects

- Reviewed Vision Statement and projects.

(11) Review of Capital Campaign Timeline Objectives with special emphasis on August/September objectives

- Reviewed Anticipated Gift Table.
- Established list of \$5 million and \$1-5 million donors.
- Gift Officers are to bring list of donors who would be in the \$250,000 and less category to the next meeting.
- Other Societies:
 - Lifetime Giving Society
 - Name, Levels, Marketing of Society, Promotion of Society, Donor Recognition
 - Pyramid of Giving
 - Lee to develop by next meeting
 - Inviting prospects to campus events
 - Discussed various donor prospects and campus visit potential
 - Conducting donor recognition events – appropriate process
 - Handout given with outline of events process from Julia Wilson

(12) New Around TROY

- Faculty Staff Convocation – Friday, August 10, 2007 at 9:00 a.m.
- Ground Breaking for New Education Building – Friday, August 10, 2007 following Convocation.
- Upcoming athletic events:
 - Scrimmage & VIP Day – August 18th
 - Drawdown – August 25th, tickets \$100 or \$25 for just the meal
- Upcoming alumni events:
 - Leadership Seminar – August 18th
 - Various tailgating and Chapter meetings
 - Bus trips to Florida and Georgia
- Upcoming development events:
 - Chancellor's Golf Tournament – September 12th

(13) Other Discussion:

*“A Good Plan executed now
is better than a perfect plan
executed next week”*

*“Never tell people how to do things,
Tell them what to do and they will
astonish you with their ingenuity”*

*“L’ audace, L’ audace,
Toujours L’ audace!”*

(14)Adjournment

- Next meeting on Tuesday, August 21, 2007.
- Bring list of potential \$2500 donors to meeting.