

TROY UNIVERSITY
DEVELOPMENT TEAM MEETING
November 6, 2007

Present: Dr. Jean Laliberte, Julius Pittman, Tonya Howard, Kathy Ninas, Alicia Bookout, Ward Sullivan, Sonya Shirley, Gayla White, Faith Ward, Bronda Barron and Lee Mikell (Corporate Development consultant).

Dr. Laliberte welcomed everyone and made the following announcements:

- (1) Update on University Reorganization – the impact on us
 - Dr. John Schmidt will be assuming the Sr. Vice Chancellor for Advancement and External Relations position.
 - Responsibilities of other divisions will be divided between the Sr. V.C.'s and Mr. Bookout.

- (2) Update on Director of Advancement search
 - Interviews currently scheduled.
 - Dr. Schmidt will be included in the hiring of the new position.

All gift officers and the consultant then engaged in a discussion concerning assignment and distribution of Analytics Prospects.

Dr. Laliberte then led a discussion on nurturing your prospects – the importance of donor stewardship. Among the points she made were:

- Find the interest of your donor and invite to campus activities.
- Follow up with thank you cards.
- Thanksgiving and Christmas cards; birthday and anniversary cards, etc. – use them appropriately.

Dr. Laliberte and Lee Mikell next led a discussion on Lifetime Giving Societies revisited, with the following points being focused on:

- Use gems instead of University Presidents for the names of levels.
- Gifts: items to be placed on desk top, tag for car, decal for car.
- MGO shared information from other institutions.

All gift officers then participated in a Call Roundtable – each officer highlighted recent calls and successes. Dr. Laliberte then made the following points:

- FIVE weeks left to bring in gifts for the year
- Focus on current gifts
- But don't forget about Planned Gifts

Dr. Laliberte talked about the logistics for inviting prospects to Athletics/Other Events

- Submit list to Dr. Laliberte with address and spouse name
- She will then confirm with you the week of game the attendance for the box.

Dr. Laliberte then shared some important upcoming dates:

- November 20th – Middle TN ballgame, ESPN coverage
- December 1st – FL Atlantic, determines bowl bid
- December 6th – Sounds of the Season concert
- December 12th – Dr. Patterson's retirement luncheon
- December 13th – Dr. Martindale's retirement reception
- December 12th or 18th – department Christmas party

The meeting was adjourned at 11:35 a.m.