



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

*University Advancement*

Alumni House  
PO Box 26170  
Greensboro, NC 27402-6170  
*ph: 336.256.1050 fax: 336.334.8536*

**MEMORANDUM**

**TO:** Members of the UNCG Board of Trustees  
**FROM:** Judy Piper  
Interim Vice Chancellor for University Advancement  
**RE:** 2012 Board Retreat: *UNCG Development Reporting Discussion*

In preparation for the Development Reporting Discussion during the Board of Trustees retreat, you have been provided several presentations.

The first presentation, which will be presented at the retreat, includes the proposed new formats for the University Advancement Reports for the Board. You will also see that the slide on Fundraising Goals is not complete at this time. The Chancellor and I will be finalizing our goals upon her return and I will share the goals with you at the retreat.

Your materials also include an updated Annual Giving Program Overview presentation. Terri Clark, Director of Annual Programs, presented this information to the Board of Trustees in January. It provides the definitions used at UNCG with respect to Annual Giving and Annual Fund. In addition, many Annual Giving Program performance measurements are included (e.g. participation rates, cost analysis, revenue trends, etc.) As we created the proposed reports for the Board of Trustees, we discovered some inconsistencies in the way certain data was reported in earlier years. This presentation has been updated as a result. This report will not be reviewed in detail at the retreat, but is provided for your information.

You may recall we partnered with CCS Fundraising last year to conduct a Feasibility Study and an Internal Advancement Assessment. We received the final version of their report on the Internal Advancement Assessment late this spring, which has been included in your materials. It provides a quantitative assessment, benchmarking data and recommendations. This presentation is provided for information only and will not be reviewed in detail at the retreat.

I look forward to our discussion at the retreat. Should you have questions prior to the meeting, please do not hesitate to email ([jrpiper@uncg.edu](mailto:jrpiper@uncg.edu)) or call me (336.334.4703).

cc: Chancellor Linda P. Brady  
Chief of Staff Bonita J. Brown