The University of North Carolina at Greensboro Board of Trustees
University Advancement Committee
February 18, 2015

MEMBERS PRESENT: Frances Bullock, Linda Carlisle, Vanessa Carroll, Brad Hayes, Randall Kaplan, Lee McAllister, R. David Sprinkle

OTHER BOARD MEMBERS/GUESTS: Deborah Bell, Shannon Bennett, Linda Brady, Betsy Bunting (by phone), Cherry Callahan, Dana Dunn, Jill Hillyer, Charlie Maimone, Susan Safran, Terri Shelton

Linda Carlisle, Chair, convened the meeting at 3:10 p.m. The minutes of the December 4, 2014 meeting were approved as written.

INFORMATION ITEMS:

Fundraising Update: The most current fundraising report from July 1, 2014 through December 31, 2014 reported total cash in the door was $5,243,361 (this includes gifts, grants, pledge payments and realized will bequests). Overall, we were 6% ahead of the same time period last year. Once again, 100% of our UNCG trustees have already made at least one gift this year.

Annual Fund Progress: The Advancement team has focused a great deal of effort on improving our alumni participation rate which, since 1999, have been significantly below national norms. Discussing results as of January 30, 2015:

• Overall, the percentage of alumni who have given through the Annual Fund is up 49.7% over the same time last year. (If alumni gifts made outside the Annual Fund are included, the percentage of increase is 55%)
• Dollars collected through the Annual Fund have increased by 36% and
• Our investment in first class postage has yielded more than 13,500 address updates through mail returns.

Generational Giving Trends: Before leaving the topic of alumni giving, the committee discussed a chart which tracks the percentage of UNCG alumni who have given at least once since 1950.

• We are unable to calculate how many graduates of the fifties and sixties have given to UNCG, but 52% of those who graduated in the seventies have made at least one gift since graduating. The “lifetime participation rate” declines every decade after that until only 13% graduates between 2000-2009 have ever made a gift of $1,000 or more.
• This Spring, we will conduct a comprehensive Alumni Survey which will help identify, by decade the things which motivate alumni to engage with the university post-graduation while also gauging their interests, giving patterns and loyalty to UNCG.
Campaign Strategy Discussion:

- Basing our discussion on an article from the magazine, Trusteeship, the committee discussed the notion held by some in higher education that the wisdom of devoting extra effort to the cultivation of relationships with multi-year donors.
- Research suggests that donors who have contributed to an organization for 15 years is 80% more likely to make a major gift commitment, so we spent some time looking at UNCG’s matrix of multi-year donors:

  1. UNCG has over 7,000 donors who have given to their alma mater for 15 years or more; more than 4900 have been giving for 20 years or more; 2000 have contributed for 30 or more years; 700 have been giving for 40 years and 60 living donors have been giving to UNCG for 50 or more years.
  2. Jan Zink suggested that the key to a successful campaign may well rest with these thousands of sustaining donors. She discussed some of the ways in which her team will focus more attention on the university’s most loyal donors over the next several years, and called on committee members to share their own ideas and experiences with donor engagement.

Naming Opportunities: The committee discussed a list of possible naming opportunities in the new Student Rec Center, approving as a guideline for fundraising efforts (as opposed to hard and fast rules).

- Depending on which spaces we find donors for, we could raise up to $17.1 million through naming of the building and various areas within the facility.
- Funds raised in this manner will be dedicated to the maintenance, programming and enhanced operations of this 200,000 square foot, $91 million dollar facility.

University Relations Interim Structure: Jan Zink described to the committee her plan to manage the workload of University Relations by purchasing services to fill in gaps where existing staff members are unable to meet the needs of the university.

As there was no further business, Linda Carlisle adjourned the meeting at 4:07 p.m.

Respectfully submitted

[Signature]

Janis I. Zink
Vice Chancellor for University Advancement