

## DAC Committee Meeting – 1/29/2020

1. Faculty, staff, retiree solicitation
  - a. During the last campaign, there was a very specific campaign for this demographic
    - i. Over \$200M raised
    - ii. 23,000 distinct people made a gift
      1. Over 50% of faculty made a gift
      2. Around 16% of staff
    - iii. One challenge is working on a way to reach these people
    - iv. Solicited during Giving Blue Day for the first time
  - b. How do we reach faculty and staff in the most effective ways (brainstorm)
    - i. (besides email campaign)
    - ii. Is a broad appeal good? What would resonate the best?
    - iii. How do we be mindful of a broad interest?
    - iv. United Way vs. Giving Blue Day
      1. Not the same thing
      2. You can give to UM through United Way
      3. OUD will move GBD to the spring
      4. GBD is the most engaging for faculty throughout the year
    - v. We need to think more broadly how we steward faculty and staff
    - vi. There has been tension with faculty and staff on spending their raised dollars on recognition events, items
  - c. One of the best tools is planned gifts
    - i. There is a separate outreach for planned giving
  - d. More thoughts are welcome – please email them to John
2. Pre-campaign planning update
  - a. Currently 19% behind this time last year (likely due to the campaign)
  - b. September was outstanding due to 3 large gifts
    - i. 20M for Medicine
    - ii. 10M for student support
    - iii. 5M for Ford School
  - c. This year, we have 43,000 donors to UM
    - i. Up by 13%
  - d. Alumni giving is down
    - i. The national trend is down
    - ii. Average gift size changes and is fluid
    - iii. The new tax laws are a direct cause
    - iv. More competition for the fundraised dollar
    - v. Less about loyalty to an institution but to giving to a specific cause
  - e. Significant increase in most wealthy donors setting up family foundations
  - f. What has OUD been doing since November
    - i. Continue with the process of institutional planning with leadership
    - ii. “whiteboard” vision session

- iii. Starting conversations about what we should be raising money for
- iv. OUD is wanting to change the culture
  - 1. Collaborative fundraising efforts instead of individual units going at it alone
  - 2. Next step is to “read-in” the leadership from “non-degree granting” units
- v. “Donor Engagement Strategy” events (high-end)
  - 1. Leadership and top donors (early engagement is critical) – nationally
- vi. Strong desire for deans and leadership in collaboration
  - 1. Discussion on this topic
    - a. Biomedical depart – a successful collaboration
    - b. Starts at the faculty level – need faculty who are interested
      - i. What about the administrative level? – details need to be ironed out on the front end. A big gift can sometimes start that conversation.
    - c. Clarity must be defined at the start of the gift agreement
    - d. While we are changing the culture, perhaps we don’t say it. Change the branding for evolution. “changing the culture” has a negative connotation.
    - e. Culture change doesn’t just happen.
    - f. Public recognition of success!!!
- g. Collaborative efforts for fundraising support
- h. Calendar (confidential) for the campaign planning and launch
  - i. July 1, 2021 – collection for the “silent phase” may begin if current timeline remains consistent
  - ii. No hard date for launch determined
  - iii. No name yet
  - iv. No determined goal established yet

### 3. OUD Policy and Procedures Committee update

- a. Endowment minimums discussion from DAC meeting in November
  - i. No increase for any endowment minimums
    - 1. Individual units can adjust the minimums if they want
  - ii. Two new endowed positions likely to be created (just recommendations right now)
    - 1. Department chairs – 3.5M
    - 2. Curatorship – 1.5M
- iii. Change in language and clarification regarding Collegiate Professorships
  - 1. OUD being asked to rename to “Legacy Professorships”
  - 2. Faculty Development - “Early Career Faculty Professorships”
- iv. Student support endowment minimum language has been altered
- v. New process for gift agreement modification

- vi. Policy and procedures on how collaborative gifts will be COUNTED and get gift credit (for metrics and unit goals)
  - 1. Gifts are not counted twice
  - 2. Need to stay true to this policy
- vii. Policy around campaign counting specifics will be deferred to a later date
  - 1. “reachback” gifts from last campaign may count

Thanks!!!!