

## Development Advisory Committee (DAC)

Minutes of February 12, 2021  
Circulated: April 16, 2021  
Approved: April 16, 2021

**Attending:** Dorene Markel (Chair), Tom Baird, Paul Barrow, Ellen Bauerle, Marilia Cascalho, Hui Deng, Karen Downing, Angelo Pitillo, Deirdre Spencer, Robert Ziff, Trenten Ingell, Conor Neville, Todd Baily, and Elizabeth Devlin

**Absent:** Darnysus Jackson, Elif Oral, Danilo Santoboni;

**Guests:** Paul Morin, Assistant Director of Digital Marketing, OUD and April Caldwell, Associate Director Stewardship Acknowledgements & Recognition, OUD

Meeting was called to order at 3:02pm

Motion to approve the January 27, 2021 meeting minutes was made and seconded. There being no further discussion the minutes were approved.

### Welcome and Introductions

(Guest: Paul Morin, Assistant Director of Digital Marketing, OUD and April Caldwell, Associate Director Stewardship Acknowledgements & Recognition, OUD)

#### 1. Giving Blueday, March 10: (Guest: Paul Morin, Assistant Director of Digital Marketing, OUD)

##### A. Presentation:

- i. Annual day of giving where for 24 hours, everyone across campus comes together and works to raise funds for the colleges that they are passionate about. University wide effort including Dearborn and Flint campuses, UM students, and student organizations.
- ii. Giving Blueday was moved from Giving Tuesday in November to increase the spring fundraising efforts. The date change removed the university from direct competition with smaller non-profits, giving them higher visibility on Giving Tuesday.
- iii. Engages younger donors and introduces that population to philanthropy at the university.
- iv. Discussion
  - How to increase faculty engagement, participation and increase Giving Blueday visibility with faculty?
    - Increase communications to faculty about development efforts and how it benefits their work environment, research goals, and quality of teaching.
    - A portfolio at school level, department level, and unit level of faculty activities and goals/vision. The portfolio could be presented to donors, including faculty, to directly see their donor impact on faculty activities.
    - Faculty Senate could potentially help in think about the broader development overview and communications to faculty.
    - Development will share with faculty the impact of faculty giving.
    - Unit development officers can initiate discussions with proximity faculty to increase communications.
    - Friendly competition between different groups on campus to initiate engagement with first time donors with real time results.
      - Giving Blueday does create an opportunity for hourly challenges with live results. The new platform will allow for these fundraising challenges to be extended to anytime during the calendar year and can be targeted to faculty and staff.



## Development Advisory Committee (DAC)

- What type of messaging works best to appeal to faculty and staff?
  - Messaging targeted to specific populations in the university and not generic asks, which include some of the outcomes/impact of donor activities.
  - Coordinate messaging/appeals to faculty to align with academic activity fluctuations throughout the year.
  - Coordinate efforts with other units to decrease messaging overload.
- Separate communications to faculty and staff
  - There is value in separating communications between faculty and staff and recognizing the difference in giving capacity.
  - Highlight smaller gifts and clear communication that all gifts matter and contribute to the overall success of faculty efforts/goals.

### 2. Faculty, Staff, and Retiree Solicitations/Campaign Discussion

- A. Campaign results of Victors for Michigan Faculty/Staff/Retirees effort.
  - i. Almost 28% Faculty/Staff/Retirees gave more than 272,000 gifts totaling in 220 million dollars.
  - ii. In the interim campaign period, OUD will continue to send annual solicitations and focus on Giving Blueday efforts.
  - iii. Campaign contributions went towards student support, faculty and research, facilities, and other areas.
  - iv. Highlighted areas: Cancer Center, CEW+ annual gift fund, Teddy Bear gift fund, and the student emergency fund.
  - v. Demonstrates the impact of faculty/staff/retirees have on the institution.
  - vi. Planned Giving was a large part of the campaign.

### 3. Faculty and Staff Stewardship Discussion: (Guest: April Caldwell, Associate Director Stewardship Acknowledgements & Recognition, OUD)

- A. Stewardship: Develop and deepen relationships with all donors across all giving levels.
- B. Four categories: how donors are thanked, reporting out donor impact, engagement, and recognition.
- C. What is the best way to share impact information to faculty on other faculty and staff initiatives? What type of information should be shared and best method?
  - i. Transparency and appreciation of any gift amount.
  - ii. Sharing impact of giving and how it would benefit faculty donor interests.
  - iii. Provide faculty with the reasons they are being asked to give, to motivate faculty to give by showing positive outcomes, how you have benefited how you will continue to benefit.
  - iv. Find a mechanism where you can share stories about faculty and staff and general.
- D. Meaningful recognition of faculty and staff donors.
  - i. Faculty donor names attribution towards their donor interests. (i.e., name in program, name on a plaque or a wall)

Meeting adjourned at 3:59 pm

Respectfully submitted by Elizabeth Devlin