



Development Advisory Committee Minutes

April 11, 2022
4:00pm-5:00pm
Circulated:
Approved:

Present: Robert Ziff (Chair), Thomas Baird (VP of Development), Todd Baily (Associate Vice President for Development), Paul Barrow, Ellen Bauerle, Karen Downing, , Dorene Markel, Conor Neville, Angelo Pitillo, Meghan Sitar, Yaqing Zhang

Absent: Marilia Cascalho, Donald Freeman (SACUA Liaison), Gintautas Grabauskas, Xin Tong

Chair Ziff called the meeting to order at 3:05 pm.

OUD Update

Tom Baird, Vice President for Development

VP Baird gave the committee an overview of what OUD has accomplished across the university's 36 fundraising units.

VP Baird shared that OUD is having a record year with about \$750 million in gifts for this fiscal year (from last July 1), up significantly from previous years. Many gifts of \$5 million or more contributed to that increase, including a recent gift of \$10 million from the Ginsberg family to pay for virtually the entire cost of rebuilding the Ginsberg Center for Community Service and Learning. Some reasons for this increase include continued effort of the fundraising units, growth of personal wealth, and perhaps some pent-up demand from the pandemic.

Todd Baily, Associate Vice President for Development

Associate VP Baily pointed out that the large amount of money already raised can be a significant recruiting tool for the new president. Both VP Baird and Assoc. VP Baily met and with the Interim President, Mary Sue Coleman, and reported that she was very impressed by the accomplishments of the Development office and suggested that this information should be given to the groups involved in recruiting the new president.

With regard to some of the negative press that the University has received recently concerning the leadership, it seems that donors are happy to look beyond that and they are looking to the future rather than the past. The University of Michigan is very fortunate to have a large base of alumni who are strongly committed to it.

Giving Bluesday

*Paul Morin, Associate Director of Digital Fundraising
Office of University Development*

The Giving Bluesday was a success attracting about 9000 donors. The number was down



slightly from last year, most likely due to the crash of the website, which was evidently due to overly strong traffic, and some problems set by the vendor concerning the settings of the number to expect. \$4.3 million were raised during that one day.

Assoc. Director Morin explained that the University has sister events, the Giving Tuesday on the Tuesday after Thanksgiving, and Giving Blueday in the spring, a couple of weeks after spring break. Of the two, the Blueday is the larger. A total of 15,000 people contributed to both days, with a increase of 15% over the previous year. This is the typical year-to-year increase. Committee members discussed their experiences with the Giving Blueday, such as the observation that some units reached out directly (via emails) to their members and supporters, while others relied on the College's (or other unit's) website and advertising. Some members who are both alumni and current staff/faculty reported being flooded with many requests.

To conclude the last meeting of the year, the committee members asked the Vice President and Associate Vice President if our committee was useful to them. They responded in the affirmative. The committee also discussed meeting frequency, with a suggestion that two meetings per semester seemed like a good number for both the VP's office and the faculty. The Chair will discuss this with SACUA.

Meeting Adjourned at 4:00 pm.

Respectfully submitted,

Robert Ziff
DAC Chair