



Board of Trustees Meeting Direct Support Organizations

PRESENTED BY

Shawnta Friday-Stroud, Ph.D. University Advancement Wednesday, June 6, 2018 Grand Ballroom

Florida Agricultural and Mechanical University



III. Approval of Minutes

Recommendation:

Approve the minutes of the March 7, 2018, Direct Support Organizations Committee Meeting.





IV. Approval of Amended Policy

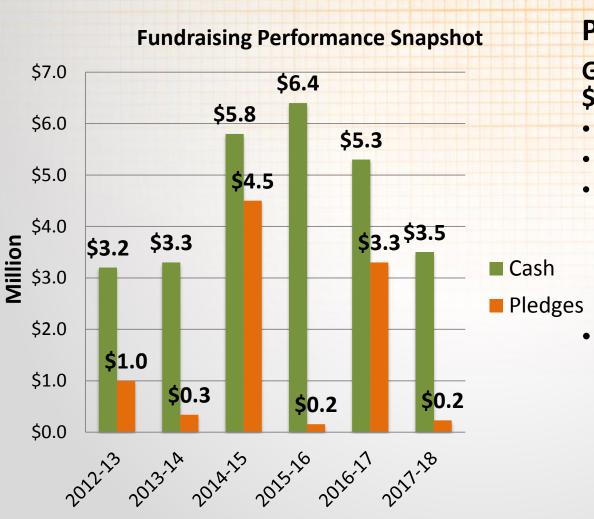
Recommendation:

Approve the Amended Policy by converting FAMU IMM No. 2003-01 to FAMU BOT Policy No. 2018-01.





1. FY 2017-18 University Advancement Updates



Progress:

Giving as of May 29, 2018: \$3.77M

- Average gift amount: \$957.05
- 3,949 donors
- Top 3 constituent groups by total giving:
 - Alumni \$1.3M
 - Corporations \$943K
 - Friends \$417K
 - **Top 2 largest single gifts:**
 - Corporate \$105K
 - Alumni \$100K



FAMU Rising Strategic Priorities www.FAMURising.com

Strategic Priority 4: Transformative Alumni, Community, and Business Engagement

Goal 1: Enhance the University fundraising infrastructure and capacity to generate increased support for the University.

FAMU Rising Fundraising Campaign Priorities

- Student Scholarships
- Student Success Initiatives
- FAMU Athletics
- The Arts and History





Ongoing FAMU Rising Fundraising Campaign & Activities

- Fundraising Initiatives
 - Student Giving Campaign (all classifications)
 - Parent and Grandparents
 Giving Campaign
 - FAMU Tags in FL & other states – "This is how we Roll" Campaign
 - Alumni & NAA members –
 Spring Appeal Campaign
 - High Net Worth Donor Prospecting

- Fundraising Initiatives
 - Matching Gifts Campaign
 - Sponsorship Packages
 - Faculty/Staff Endowed
 Giving Campaign Challenge
 - Faculty/Staff Scholarship Reception
 - "This is how we Roll"
 Campaign with Career
 Partner Car Fundraiser
 - Athletics and The Arts & History Campaign
 - FAMU Retirees Giving



Ongoing FAMU Rising Fundraising Campaign & Activities

- CorporateFunding/SponsorshipOpportunities
 - FAMU Industry Cluster
 Renaissance (11/8/18)
 - Dow
 - Ford
 - 2018 FAMU RisingFundraising CampaignRoad Trip

- Corporate

 Funding/Sponsorship
 Opportunities
 - Southern Glaser
 - Intel
 - Google
 - Facebook
 - Regions





Capital Campaign Preparations

- Preparations for the "FAMU Rising" Capital Campaign
 - Consulting Firm conducted preliminary Campaign
 Readiness Plan
 - Assessing Staff and Organizational Structure
 - Implementing Infrastructure Enhancements to support anticipated increased funding streams
 - Training for Deans & Staff (March August, 2018)





2. DSO Updates

A. FAMU Foundation, Inc.

- The FAMU Foundation Board of Directors spring 2018 Board Meeting.
- The FAMU Small Business Development Center moved into the FAMU Foundation building.
- At March 31, 2018, the Investment balance is \$123,781,957.18; the Endowment balance is \$109,863,702.

B. National Alumni Association (NAA)

- The FAMU NAA is celebrating the success of its annual conference generating more than \$444,000 at their fundraising Luncheon in support of the Save Our Students Scholarships, FAMU Athletics initiatives, and the FAMU Marching 100's journey to Pasadena; funds are still being received.
 - A spirited call to giving was made by FAMU's 8th President, Dr. Frederick Humphries.

C. Florida A&M University Rattler Boosters, Inc.

- Reorganization steps.
- To increase the amount of funds provided to the Athletics Dept., The Annual Homecoming Campaign was initiated as the "Athletics Annual Giving Program". The Homecoming Campaign is a Million Dollar goal.



"At FAMU, Great Things Are Happening Every Day."

