



## **Board of Trustees Meeting Direct Support Organizations**

PRESENTED BY

**George R. Cotton, Sr.  
University Advancement**

**Thursday, June 9, 2016**

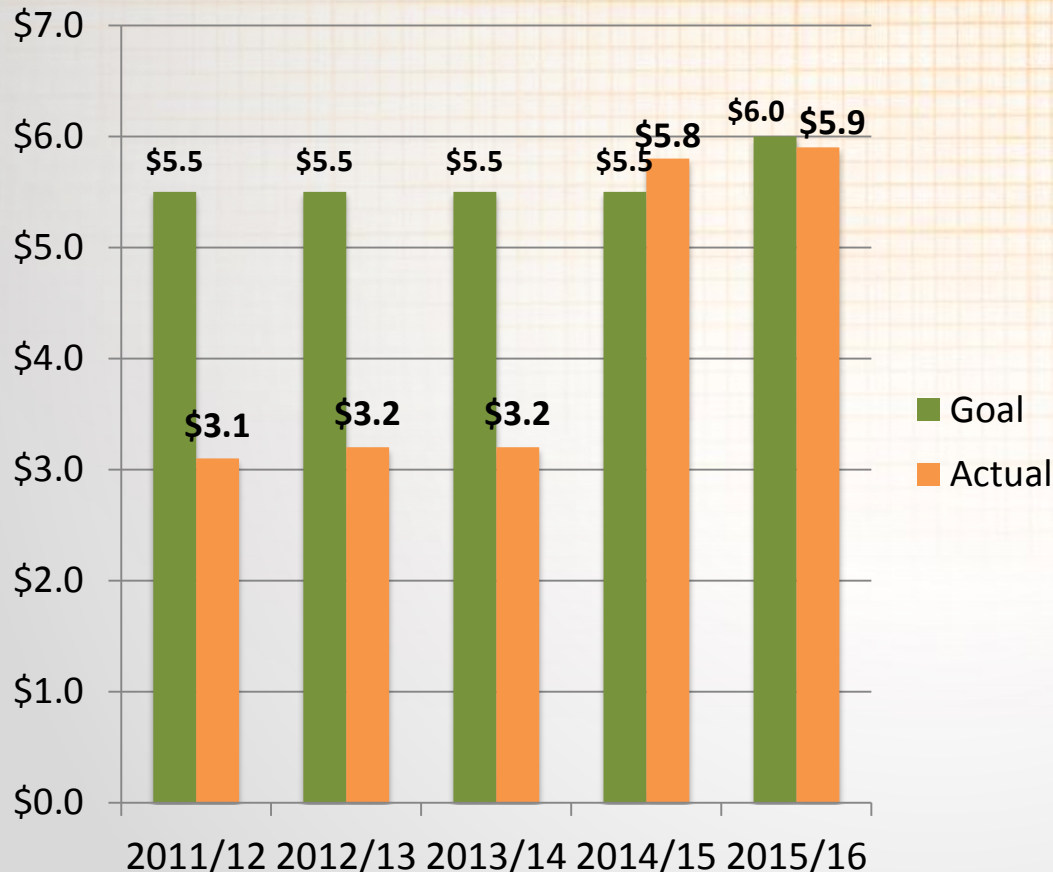
**Grand Ballroom**

Florida Agricultural and Mechanical University



# University Advancement Operations & Outcomes

## 5 Year Fundraising Comparison



## Progress:

- \$5.93M in Cash Contributions / 6% increase over same period in 2015. Average gift amount is \$1,340 compared to \$972 in prior year or 27% increase.
- FAMU Foundation Spring Board meeting held May 25-27 in conjunction with the National Alumni Association Convention on May 25-29, 2016, in Tampa, FL.

More than \$700,000 in cash and pledges raised during Convention.







# Alumni Updates

## Winter 2015 to Spring 2016

- Student Recruitment-Ft. Lauderdale (December, 2015)
- Student Recruitment-Miami (December, 2015)
- 1887 Reasons to Give Graduating Class Giving Campaign (December, 2015)
- Fall 2015 Commencement (December, 2015)
- Student Recruitment-Jacksonville (January, 2016)
- FAMU National Day of Service (January, 2016)
- FAMU Day at the Capital (February 2016)
- FAMU Hoop Group Reunion (February, 2016)
- Polk County Gala (February, 2016)
- Volusia County Gala (February, 2016)
- Harambee OAA Engagement (February, 2016)
- SW GA Chartering Ceremony (February, 2016)
- Women's History Month Events (March, 2016)
- MEAC Hospitality Room Engagement (March, 2016)
- Phi Beta Sigma Alpha Eta Fund (March, 2016)
- Home Depot Retool Your School (April, 2016)
- Student Recruitment Admitted Student Days- NY, Boston, Detroit, Chicago, SC, Atlanta, Miami, Ft. Lauderdale, DC, California, Birmingham (April & May, 2016)
- Washington DC Gala (April, 2016)
- Atlanta Jazz Brunch (April, 2016)
- Weekend of Rededication (April, 2016)
- Spring 2016 Commencement (April, 2016)
- Seminole County Gala (May, 2016)
- Palm Beach County Gala (May, 2016)
- FAMU NAA National Convention (May, 2016)
- Disseminated recruitment materials to all FAMU NAA Chapters to recruit students on behalf of the University. Also facilitated alumni student recruitment support that include:
- Provided philanthropic opportunities that allow every alumnus to give back in ways that align with their purpose and passions.
- 1887 Reasons to Give Graduating Class Giving Campaign (December, 2015 and April, 2016)
- Hoops Group Reunion (February, 2016)
- MEAC Basketball Tournament President's Breakfast (March, 2016)
- Phi Beta Sigma Alpha Eta Fund (March, 2016)
- Home Depot Retool Your School Alumni Matching Gift Campaign (April, 2016)
- Weekend of Rededication 2016: All Classes Reunion (April, 2016)
- Implemented continuous communications to every alumnus and ensure that they are informed of the latest news about the University. These efforts have produced the following results:
- Created the bi-monthly FAMU Focus Alumni Newsletter to disseminate FAMU News and Information to Alumni.
- Implemented new FAMU Alumni emails to communicate relevant information to alumni using Net Community.

