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THE COMMONWEALTH OF VIRGINIA

THE VISITORS OF JAMES MADISON UNIVERSITY

Advancement Committee

Thursday, September 23, 2021  
Highlands Room

1:00 p.m.

Agenda

1. Approval of Minutes\* – April 16, 2021

Buddy Gadams, Chair, Board of Visitors Advancement Committee

1. Fundraising Report

Michael Pineda-O’Donnell, Athletics Development Officer

Cynthia Cline, Director, Strategic Gifts

1. Recruitment Marketing for a National University: Key Goal Recommendations Follow-up

Nick Langridge, Vice President for University Advancement

Chris Meyers, Director of Recruitment Marketing

1. Campaign Study

Sheila Smith, Associate Vice President for Advancement Planning and Operations

1. Push to the Finish

* Amethyst Circle

Cannie Campbell, Assistant Vice President for Constituent Engagement

* Warden Challenge

Nick Langridge, Vice President for University Advancement

* Giving Day

Gretchen Armentrout, Director of Annual Giving

1. Principal Relationships Development Succession

Weston Hatfield, Associate Vice President of Principal Relationship Development

\*Action Items