**THE COMMONWEALTH OF VIRGINIA**

**THE VISITORS OF JAMES MADISON UNIVERSITY**

#### Minutes of the Advancement Committee

The Advancement Committee met on Friday, April 16, 2021 in the Highlands Rooms of the Festival Conference and Student Center at James Madison University. Mr. Frank Gadams called the meeting to order at 8:03 a.m.

# PRESENT:

Gadams, Frank, Chair

Gray-Keeling, Matthew

Tompkins Johnson, Deborah

Warden, Kathy

**ABSENT:**

Hutchinson, Lucy

## OTHERS PRESENT:

Armentrout, Gretchen, Director of Annual Giving

Campbell, Cannie, Assistant Vice President of Constituent Engagement

Gilligan, Jeff, Associate Vice President for Development

Hatfield, Weston, Associate Vice President for Principal Relationship Development

Johnston, Kristin, Executive Assistant to the AVP for Constituent Engagement

Jordan, Debbie, Assistant Vice President for Advancement Information Services

Kendrick, McKenna, Director of Donor Stewardship and Special Events in Athletics

Langridge, Nick, Vice President for University Advancement

Meyers, Chris, Director of Recruitment Marketing

Perrine, Andy, Associate Vice President, Communications and Marketing

Read, Caitlyn, Director of Government Relations

Rouser, Nerissa, University Legal Counsel

Smith, Sheila, Associate Vice President for Advancement Planning and Operations

**APPROVAL OF MINUTES**The minutes of the February 19, 2021 meeting were brought before the committee as presented on a motion by Kathy Warden, seconded by Deborah Tompkins Johnson.

**FUNDRAISING REPORT**McKenna Kendrick, Director of Donor Stewardship and Special Events in Athletics reported total Athletics fundraising is ahead of last year. Annual Fund growth is being slowed by the inability to sell tickets to football and basketball which affects the Duke Club Seat Contribution. The Annual Fund numbers should continue to grow as we approach the May 15th priority deadline for Fall 2021 football tickets. Year over year numbers will continue to look strong until June. Last year’s priority deadline was pushed back to June 15th so those monthly comparable numbers will show a decrease at the end of the year. Donors are down year over year due to decreases in incoming freshman parents and the Student Duke Club.

Jeff Gilligan, Associate Vice President of Development reported through April 9, 2021 that $17.7 million has been committed compared to $15.1 million for the same period last year; Annual Giving totals remain strong at $2.3 million and its totals are tracking ahead of last year. In the Individual Major Gifts category, we have raised $7.8 million which exceeds last year by $1.4 million. The Organizational Major Gifts category is in a strong position with a total of $2.9 million to date which is very close to the prior year. Planned Giving has received $760k in realized commitments.

Currently there are 73 proposals for $8 million in active major gift asks that we are working with donors to finalize.

**GIVING DAY RECAP**

Gretchen Armentrout, Director of Annual Giving shared that March 23, 2021 marked JMU’s 5th Giving Day – a 24-hour, online fundraising event where the JMU family – alumni, parents, students, faculty, staff, and friends – came together to show their pride in James Madison University and support the exceptional people and programs across campus. JMU Giving Day 2021 made a significant stride in bringing on 753 new donors, reactivating 1,076 previous donors and inspiring a total of exactly 5,000 donors with $883k in giving. Additionally, it served as a celebration for a historic milestone in university history as we surpassed the $200M mark of the *Unleashed*Campaign.

**WARDEN SCHOLARSHIP MATCH**

Nick Langridge, Vice President for University Advancement, discussed the Unleashed Campaign’s intentional focus on scholarship giving for the remaining 15 months. Kathy and Eric Warden have committed a special challenge to match donors student for student with scholarship support up to 50 students with $1.25M. The five major foci for scholarship support include Valley Scholars, Dukes Pay It Forward, scholarship endowments, Planned Giving scholarships, and annual athletics scholarship support.

**ENROLLMENT AND VIRTUAL CHOICES**

Chris Meyers, Director of Recruitment Marketing shared an update on the enrollment of the next freshman class and an overview of Virtual CHOICES, our open house for admitted students.

**AMETHYST CIRCLE**

Cannie Campbell, Assistant Vice President for Constituent Engagement reported that Women for Madison is excited to launch the Amethyst Circle, a first-of-its-kind giving society at JMU. Together we’re harnessing the collective power of women’s philanthropy to raise $1 million by finding 200 women to give $5,000 every two years. To kick off the circle, we are also seeking 25 Founders to pledge $15,000 or more by June 30.  As Amethyst Circle members, JMU women will help open our doors to high-achieving students who need scholarships to attend the university.  Together we will fill this critical need and shape JMU’s future. Amethyst Circle gifts will contribute in part to the Warden Scholarship Challenge.

**FALL EVENTS**

In anticipation of COVID19 restrictions continuing to loosen, Sheila Smith, Associate Vice President for Advancement Planning & Operations shared an update on events being planned for the fall semester. The rededication of our three newly renamed halls – Gabbin, Darcus Johnson and Harper Allen-Lee, will take place on Friday, Sept. 24. The grand re-opening of the JMU Mineral Museum will take place on Friday, Oct. 22 (or 29). And the grand opening of College of Business Learning Complex, which includes Hartman and Showker halls will occur on Friday, Nov. 5. Please be on the lookout for invitations to all of these exciting events.

**ADVANCEMENT CRM**

Debbie Jordan, Assistant Vice President for Advancement Information Services and Andy Perrine, Associate Vice President for University Communications and Marketing, shared progress on the Advancement CRM (Customer Relationship Management) System replacement project. This effort is integrated with the university’s enterprise-wide data solution and will be critical in building a foundation for our third comprehensive campaign.

The meeting adjourned at 9:30 a.m.

 Respectfully submitted,

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 Frank Gadams, Chair

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Donna L. Harper, Secretary to the Board