**THE COMMONWEALTH OF VIRGINIA**

**THE VISITORS OF JAMES MADISON UNIVERSITY**

#### Minutes of the Advancement Committee

The Advancement Committee met on Thursday, September 23, 2021. Mr. Frank Gadams, Chair, called the meeting to order at 1:00 p.m.

# PRESENT:

Gadams, Frank, Chair

Gray-Keeling, Matthew

Hutchinson, Lucy

Tompkins Johnson, Deborah

Warden, Kathy

## OTHERS PRESENT:

Armentrout, Gretchen, Director of Annual Giving

Campbell, Cannie, Assistant Vice President of Constituent Engagement  
Cline, Cynthia, Director of Strategic Gifts

Coleman, Warren, CEO for JMU Foundation, Inc.

Hatfield, Weston, Associate Vice President for Principal Relationship Development

Jordan, Debbie, Assistant Vice President for Advancement Information Services

Langridge, Nick, Vice President for University Advancement

Long, Debbi, Senior Administrative Assistant to the AVP for Development

Meyers, Chris, Director of Recruitment Marketing

Pineda-O’Donnell, Michael, Athletic Development Officer

Read, Caitlyn, Director of Government Relations

Rouser, Nerissa, University Legal Counsel

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

Sutton, Nora, Assistant Director Annual Giving Campaigns  
Vass, Mary-Hope, Director of Communications and University Spokesperson

**APPROVAL OF MINUTES**The minutes of the April 16, 2021 meeting were brought before the committee as presented on a motion by Kathy Warden, seconded by Lucy Hutchinson.

**FUNDRAISING REPORT**Michael Pineda-O’Donnell highlighted last fiscal year’s fundraising numbers for Athletics which included a record $2.78M to the annual fund, led by over $600K donated during the Dukes Unite campaign. He also highlighted the fiscal year-to-date fundraising numbers.

Cynthia Cline reported that FY21 was the highest total dollars raised for the university. We completed the past fiscal year with a record total of $23.2M.

High notes to mention:

* Annual Giving raised $2.6M
* Corporate and Foundation Giving raised $3.5M
* Realized Planned Gifts reported $1.9M for the year
* $8.4M in individual proposal commitments (VP, PRD & Development)

Private giving totals for the FY22 are tracking ahead through 9/10/21 over the prior fiscal year. The total dollars committed to date are $7.4M. The goal for fiscal FY22 is an aggressive $19.6M.

The pipeline holds 106 pre-solicitation requests for $5.2M and 119 solicitations for $8.6M. To date, there are 24 closed major gifts.

**RECRUITMENT MARKETING FOR A NATIONAL UNIVERSITY: KEY GOAL RECOMMENTATION FOLLOW-UP**

Chris Meyers provided an update on recruitment marketing initiatives following feedback received during the summer board retreat. Specific efforts to employ remarketing and digital advertising, target cities for recruitment, involve students in marketing challenges, highlight student outcomes, and deploy a new digital interactive campus map were all discussed.

**PUSH TO THE FINISH**

Cannie Campbell shared the successful kick-off of the Women for Madison Amethyst Circle.  In the first phase, 56 founding women were inspired to commit $15,000 each to join, surpassing the original goal of 25 founders. In the current phase, we are recruiting 200 Amethyst Circle members at the $5,000 level. The first mailed solicitation dropped on September 8.  The social media campaign will continuously highlight this initiative all semester.  Based on the positive engagement with our founders, a strong response is anticipated over the next few months. Together these women will make an extraordinary impact on JMU students and immediate need based scholarships.

Nick Langridge shared an update on the Warden Scholarship Challenge Match. Having successfully eclipsed the 60% of goal milestone by August 20, 2021, the public phase of the Warden Challenge will now begin. The total goal is $2.5M with the Warden’s matching donors dollar for dollar up to $1.25M. Over $800K has been committed to date.

Gretchen Armentrout reported that the upcoming Giving Day is aimed at surpassing our 60,000 *Unleashed* campaign donor goal (currently standing at 59,243), we are planning our 6th annual JMU Giving Day for February 22, 2022. This annual event makes a significant stride in bringing new donors, reactivating previous donors and increasing revenue for JMU.

**PRINCIPAL RELATIONSHIP DEVELOPMENT SUCCESSION**

Weston Hatfield shared that Principal Relationship Development (PRD) will undergo significant changes in the next six months.  In anticipation of our next capital campaign, Nick Langridge created this office nine years ago with the knowledge that the success of any campaign is determined by its success in raising large gifts.  The *Madison Century Campaign*, JMU’s first comprehensive capital campaign, completed in 2008, was boosted by sixteen donors of $1M or more.  To date, 37 donors have given $1M+ to the *Unleashed* *Campaign*.  Their commitments have represented the work of many fundraisers in UA.  Weston Hatfield and Deputy Director, Karen Wheatley have announced their retirements. Their departure dates have been staggered to minimize their impact on these critically important relationships during the final months of the campaign.  A search of Karen’s replacement is now underway, chaired by Weston Hatfield at the direction Nick Langridge. The search for the new Associate Vice President for Principal Relationship Development will commence shortly.

The meeting adjourned at 2:27 p.m.

Respectfully submitted,

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Frank Gadams, Chair

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Donna L. Harper, Secretary to the Board