

Day of Giving Webinar Summary
Thursday, March 24, 2022 | 12 p.m. – 1 p.m. EDT | Teleconference

Board Members Present

Dir. Angela Adderley
Dir. John Crossman
Dir. Muhammad Haseeb
Dir. Carmen Cummings-Martin
Dir. Freddie Raines
Dir. Twuanna Munroe Ward

Dir. W. Rebecca Brown
Dir. Maurice Gilbert
Dir. Lenetra King
Dir. Kenneth Neighbors
Dir. Shawnta Friday-Stroud

Board Members Not Present

Dir. Chan Bryant Abney
Dir. Gregory Clark
Dir. Lorin Crenshaw
Dir. Jemal Gibson
Dir. John Green
Dir. Erica Hill
Dir. Lisa LaBoo
Dir. Belvin Perry, Jr.
Dir. T.J. Rose
Dir. Tirrell Whittley

Dir. Elaine Armster
Dir. Hosetta Coleman
Dir. Marcella Freeman
Dir. Clifton Goins, IV
Dir. Monica Williams Harris
Dir. Laurence Humphries
Dir. Akunna Olumba
Dir. Larry Robinson
Dir. G. Scott Uzzell

Staff Present

Mrs. Tiffany Bryant
Ms. Shelia Fields, *IT Office, FAMU*
Ms. Kimberly Hankerson
Ms. Christina Compere-Minor
Mrs. Sabrina Thompson

Mrs. Brandi Tatum-Fedrick
Mrs. Kechaunda Gilcrease
Mrs. Quiana Cunningham-Lowe
Mr. Eric Swanigan

Webinar Summary

Dir. Friday-Stroud welcomed everyone to the webinar, asked them to record their names in the chat box for attendance purposes and informed the board that the webinar would be recorded and distributed to all Board members. She reminded the board that webinar was designed to help maximize their efforts during the Day of Giving Campaign.

2021-2022 Progress to Goal

- Amount Raised: \$20,240,662.24

- University Advancement Goal: \$15,000,000.00
 - 135% of Goal Raised

- President's Goal: \$12,200,000.00
 - 166% of Pres. Goal Raised

FAMU Foundation Board Engagement Opportunities

- Sign up to be an ambassador for your favorite cause.
- Donate to your cause or any of the fundraising opportunities.
- Provide a challenge match for others to give to your cause (share with staff).
- Post your board card on your social media page to encourage your family and friends to donate to the 1887 strikes campaign.
- Send emails to your family and friends asking for support of the 1887 strikes campaign.
- Participate in all applicable events.
- Say THANK YOU!

1887 Strikes Day of Giving 2022 – Kim Hankerson

- 27 Days Away – Thursday, April 21st at 9 a.m. thru Friday, April 22nd at 4:27 p.m.
 - “1887 Strikes” | 1,887 Minutes of Giving
- This year’s campaign focuses on increasing alumni giving rate which supports the University’s goal of becoming a top 100 institution in the U.S. News and World Reports Rankings.

Year	Date	Amount Raised/Goal	#Donors	# New Donors
2020	April 30 – May 1	\$213,256.72	1,415	374
2021	March 25 – 26	\$459,549.19	2,800	1,120
2022	April 21-22	\$500,000.00	3,000	1,300

1887 Strikes Day of Giving 2022 Timeline – Kim Hankerson

- March 26 @ 2 p.m. – Be Out Day, student kickoff
- April 1 @ 9 a.m. – Website Goes Live
- April 12 @ 9 a.m. – Day of Giving Office Hours
- April 13 @ 9 a.m. – Day of Giving Office Hours
- April 13 @ TBD – College of Law student-led campaign kickoff
- April 21 @ 9 a.m. – Day of Giving Kick Off
- April 22 @ 12 p.m. – FAMUly Reunion @ The Will Packer Performing Arts Amphitheater (DJ Loosekid, Dr. Larry Robinson, Deans, Athletics, Student Organizations perform)/Drive by Parade
- April 22 @ 4:27 p.m. – Day of Giving Ends
- April 23 @ 9 a.m. – Say Thank you
- April 28 @ 9:30 a.m. – Monthly Development Meeting

1887 Strikes Day of Giving Digital Assets for FAMU Foundation Board – Quiana Cunningham-Lowe

- 1887 Strikes Save the Date
- 1887 Strikes Thank You
- 1887 Foundation Board Director’s Card
- Facebook Banner

- Twitter Banner
- Instagram Banner
- Digital Background
- Day of Giving T-Shirts
- 1887 Strikes Mask

Mobile Cause Platform – Kechaunda Gilcrease

- Fundraising platform used to collect donations for 1887 Strikes Campaign
- Allows everyone to see real-time updates as well as for the overall campaign as well as the individual ambassadors, colleges, and school.
- Best platform to utilize since it is user friendly and provides great visual that encourage giving and friendly competition.

Mrs. Gilcrease then provided a detailed walk-thru of how to register as an ambassador for the 1887 Strikes Campaign via the campaign website.

Every Board Member is being asked to serve as an 1887 Strikes Ambassador.

Ways to Give – Brandi Tatum-Fedrick

- Minimum gift to be counted for FAMU Day of Giving is \$1.00
- Forms of Payment accepted: cash, stocks, checks, credit/debit cards and Apple Pay.
- All gifts are tax-deductible

Top Social Media Tips for Day of Giving 2022 – Christina Compere-Minor

- Check the Dropbox drive periodically for your 1887 Strikes Board Cards and social media assets.
- Create Short 15-45 second videos; Dropbox has video script examples. Post videos and flood social media on April 21-22.
- Use direct messages on social media pages to interact with followers. Forward followers Day of Giving Videos/Text to Give Code on April 21-22.
- Request that all social media followers tag @fam_u_1887 and @famualumni1887 to have their content shared on Instagram, Twitter, Facebook, and LinkedIn. Use hashtags #1887Strikes #FAMUDayofgiving.

Additional Opportunities to Connect

- FAMU Connect – Tiffany Bryant
 - FAMU's Official Networking Platform for the FAMU Community
 - Brings the FAMU Community together by providing registered users with access to:
 - Finding and re-engaging with fellow Florida A&M University Alumni
 - A full opt-in directory of alumni updates and students, allowing you to connect with the FAMU Community around the world.
 - Mentorship program, job board, and events posted by alumni, students, and the University.
- Mrs. Bryant then provided a detailed walk-thru of how to register with the FAMU Connect Website.

- FAMU Industry Cluster – Kim Hankerson
 - Industry Cluster Spring Virtual Symposium
 - Monday, May 9, 2022 @ 2 p.m.-3:30 p.m.
 - Speaker: Dir. G. Scott Uzzell (President/CEO at Converse Inc.)

- **Action Items**
 - Advancement Staff will forward the following information to all Board Members:
 - Webinar Presentation Slides
 - Webinar Recording Link
 - Current Listing of Industry Cluster Members

The webinar concluded at 12:35 p.m. EDT. Mr. Nick Dulcio prepared the webinar summary.

DRAFT