



Donor Engagement & Stewardship Committee Meeting Minutes

UCF Foundation Board

May 3, 2022 | 9:00 a.m. – 10:00 a.m.

Hybrid Meeting

Members Present:

Roslyn Burttram, Diane Mahony, Janet Schwartz, Joyce Virga

Members Absent:

Loretta Corey, Cathy Engelman, Mike Hinn, Marc McMurrin, Dianne Owen

Janet Schwartz joined at 9:33 a.m. and left at 9:49 a.m.

I. Call to Order and Quorum Confirmation

Chair Roslyn Burttram called the Donor Engagement and Stewardship Committee meeting to order at 9:03 a.m. Quorum was not present.

II. Conflict of Interest Disclosure

No conflicts of interest were disclosed by members of the Donor Engagement and Stewardship Committee.

III. Meeting Minutes from the January 25, 2022, Donor Engagement and Stewardship Committee Meeting

The minutes from the January 25th, 2022, meeting were tabled to a future meeting due to no Quorum. A special meeting to be scheduled.

IV. New Business

A. DISC-1: FY2022 Stewardship Goals and Progress

Becky Fulmer, Associate Vice President of Advancement Services discussed new programs and strategies as well as goals. The goal was to create a comprehensive stewardship plan and inspire donors to give at the maximum capacity. Fulmer implemented the 4 Pillar Strategy-acknowledgement, stewardship, recognition and engagement as designed by Lynn Wester, consultant. Key areas focused on staffing, data management, launching ThankView-a video tool, recognition societies and donor experience.

B. DISC-2: Recognition Strategy Overview

Fulmer discussed the strategy for new framework to recognize donors at all levels. This framework consists of paying attention to donor experiences, focus on awareness building very early on, increasing customization for the donor, implementing vehicles to actively engage with leadership. Also, to develop and maintain recognition societies. The donor stewardship and recognition matrix discussed for each society.

C. DISC-3: Strategic Discussion: Meaningful Stewardship Experiences

Fulmer asked members of the committee if they had any special experiences as a donor. Majority of the committee felt that Thankview was a great experience. Athletic events was another. It was mentioned events like the IGNITE campaign closing event was exceptionally special but, may be expensive. Exclusivity lunches and dinners were very impactful. Connecting with leadership, scholarship recipients and donor endowments were mentioned as impactful.

D. DES-1: Donor Engagement and Stewardship Committee Charter

The Donor Engagement and Stewardship Committee Charter was tabled to a future meeting due to no Quorum.

V. Closing Remarks and Announcements

Chair Burtttram called no other business to bring forward.

VI. Adjournment

Chair Burtttram adjourned the meeting at 10:10 a.m.

Approved by the Donor Engagement and Stewardship Committee on May 10, 2022.

Respectfully Submitted by:



Roslyn Burtttram, Chair, Donor Engagement and Stewardship Committee

Date

Prepared by: Pat Potashner, *Executive Assistant III*