



DEVELOPMENT TEAM

Minutes — May 3, 2007

Staff in attendance: Darlene Andrews, Jacel Angel, Rhonda Ellisor, Thelma Mooney, Carol Templeton, and Cindy Truax

Rhonda:

Bentwater

- The Woodlands/Montgomery Region Event held at Greg Smith's and Bentwater went well.
- Now in the follow-up stage

Capital Campaign Newsletter

- In the process of finishing the Newsletter

M.B. Etheridge

- Meeting with M.B. Etheridge this morning to discuss featuring him in the next issue of the Heritage

Cindy:

Phonathon

- They will wrap up calls tonight
- They had a pizza party last night for the phonathon callers
- Supervisors and top callers of \$5000 and up will be treated to lunch tomorrow
- Spring pledges total \$92,000 the goal is \$95,000
- They are behind from last year due to the shortage of callers and no answers
- Their goal is to make it up this summer
- Year to date pledges \$164,000. Last years pledges at this time were \$200,000.
- Will start with COBA this summer and also work in Friends
- Would like to have 14-16 callers this summer
- Carol has put flyers up around campus and on the web, they may consider running in the Item
- Summer callers will call through the end of July
- Carol will be starting to learn collections next week
- Need more communication between our divisions regarding events so they can pass the information along to the callers. Jacel will work on putting upcoming events on one sheet for the callers.

Mail Outs

- Summer mail outs need to go out as soon after Memorial Day as possible. She will get with Frank about writing a letter.
- Cindy will check with Frank re: putting the envelope in the Heritage Magazine. She does not feel that it is cost effective. They only received 21 donations from if last summer.

SACS

- Draft copy is due by May 30. Cindy may get Jacel to help with it.

Homecoming

- Will be working on Homecoming
- Theme for Homecoming is "Night on the Orange Carpet"

Website

- Jacel will be going to training to make changes and updates on the website

Darlene:

Endowments

- Darlene handed out an updated spreadsheet of Endowments, Scholarships, and Planned Gift Amendments
- She will be working on 3 major gift proposals this afternoon

Donors

- Has visited with numerous donors at the COE, CJ, & Bearkat Battalion Awards Ceremonies

Upcoming Events

- AB V (new Humanities Bldg) ground breaking is June 8
- Sam Houston Society Dinner, donors who have donated \$2,500 or more are invited, Friday, September 7 @ 6:00 – reception @ Austin Hall and 7:30 – dinner @ Peabody Library
- Scholarship Luncheon – October 26 @ 11:30 in the LSC Ballroom. Kris is working on design of printed items and Jacel is getting recipient information. Darlene is considering

sending a letter to invite the donors to visit their department provided that department wants to participate

- Scholar X Program - Can only add new criteria between late May and mid-late September for the Spring '08 scholarship recipients to be pulled that meet the criteria.
- If anyone has any information to include in the President's Circle quarterly report give it to Darlene. The next meeting will be September 8 and they will attend the tailgate party and the football game.

Thelma:

Prospect Spreadsheet

- Thelma and Rhonda have been working on a spreadsheet for prospects and their giving potential
- Thelma would like to keep a running list of names to track
- Jacel will keep up with the spreadsheet and everyone will give changes to her
- Spreadsheet has the Development staff listed that is working with the prospect. This will prevent staff calling on a prospect that has already been contacted by another staff member

Individual Meetings

- Thelma will be meeting with everyone regarding procedures and the way things should be handled since she will be out of the office meeting with donor prospects quit a bit the next month

Next meeting will be Tuesday, May 15, 2007 @ 10:00 a.m. in the upstairs conference room



DEVELOPMENT TEAM

Minutes for September 24th meeting

MAJOR GIFTS REPORT by Rhonda Ellisor

- Working on invitation lists for the Montgomery Co. & Harris Co. Share the Vision dinners
- Meeting with Deans of the Colleges to solicit input for prospects to invite to the upcoming STV dinners
- Talking with alumni in the Harris and Montgomery County areas to assist with the invitation lists
- Working on the Fall Capital Campaign Newsletter (will be ready to mail the week before homecoming)
- Working on the schedule and story topics for the Winter Capital Campaign Newsletter
- Working with Brian on finalizing the Ways to Give marketing piece
- Working with Plan Your Legacy to add donor stories to the planned giving web site

DONOR RELATIONS REPORT by Darlene Andrews

- **AGREEMENTS**
 - **Endowments** Working on: 13
 - Donors: Mark Whitley, Robertson County "Go Texan" Committee, Bud Haney, John Ragsdale, Marie Hayden, Billy Harrell, Ed Sandhop, Marilyn Harper, Joe Freeman, George Normand, American Society of Industrial Security
 - **Endowment Amendments** Working on: 4
 - Donors: Greater Texas Foundation, Student Art Association, Russell Gordy
 - **Scholarships** Working on: 2
 - Donors: East Texas Precast, Judy Emmett
- **SCHOLARSHIP LUNCHEON**
 - Invitation mailed to Donors on Friday, delivered to departs. for recipients this week, to campus invitees on Monday.
 - Working with Kris and Jessica on calendar.
 - Working with Kris and Brian on program
 - Working with Deans on tours after the luncheon.
 - Working on student volunteers
 - Linens
 - Centerpieces
 - Program: Music, Speakers, Invocation
 - Nametags and Placecards
- **LET'S TALK! An Evening of Conversation**
 - Nancy Gaertner has agreed to be the chair. Committee: Nancy Gaertner, Jane Monday, Gene Young, Maria Holmes, Maggie Collum, Rhonda Curry
 - Thursday, March 27, 6:30 pm cocktails, 7:30 pm buffet dinner and conversations, LSC ballroom
 - Recruiting: table conversation leaders (have Mark Johnson, Mickey Herskowitz), event & table sponsors (appx. 20)
- **ANNUAL STEWARDSHIP REPORTS**
 - Students are researching which endowments require annual stewardship/fiscal reports to find any that I don't already know about. Those will be mailed soon.

ANNUAL GIVING REPORT by Cindy Truax

- **September Solicitation**
 - Mailing to 76,402 people on Friday, September 21
- **Faculty and Staff Campaign**
 - Working with Jim Bexley, Rosanne Keathley, & Sherry Henke to finalize volunteer committee & campaign details.
 - October 2 – A Meeting is planned with the 11 confirmed chairs.
 - October 9 – Campaign committee luncheon/Kick-off date – 5-6 week campaign
 - December 11 – Campaign committee celebration/awards luncheon.
 - Working on the 2006-07 final list of faculty & staff gifts.
 - Working on personalized letter to go to all staff on payroll deduction thanking for support and checking on any updates. Will mail in early October.
- **Phonathon**
 - Working with Carol T. week of 9/23 – new caller training and phonathon start-up.
- **Homecoming Promotion Update**
 - Committee meeting on Wednesday, September 26
 - Posters printed by 9/24 or 9/25.
 - Decorations are provided by the promotion committee to all campus departments and there will be a decorating contest this year. The prize for the winning office is bagels from Einstein's.

PHONATHON REPORT *Carol Templeton*

- Fall Calling – “Smile, Dial, Action!”
- Total callers hired – 39
- Returning callers – 10
- New callers – 29
- Caller Training was held in the LSC on September 20th
- Started calling COBA on Sunday night.

ADMINISTRATIVE & EVENT COORDINATOR REPORT *by Jacel Angel*

- Working on invitations that will go out for the Houston Dinners
- Working on updating power point, binders & invitations for Capital Campaign for Houston area
- Working with Darlene on the Scholarship Luncheon
- Have been working on getting scholarship recipients in for photos with Brian
- Will be helping Julie Schwab this week for the Music Dept. Faculty Staff Gala

DIRECTOR REPORT *Thelma Mooney*

- Dora Alcala will be speaking here Friday, Oct. 5th. Everyone needs to try to attend
- We have an anonymous donor for \$25,000
- Performance measures were discussed



DEVELOPMENT TEAM

Reports for January 18, 2008 meeting

DIRECTOR REPORT by *Thelma Mooney*

- Working on invitation list for Let's Talk

MAJOR GIFTS REPORT by *Rhonda Ellisor*

- Working on endowment agreements for Seola and R.V. Edwards and Spaw Glass
- Writing story list for the Spring Capital Campaign newsletter
- Researching and visiting with alumni in the Katy area for upcoming campaign event
- Planning a meeting with the Montgomery County Campaign volunteers for February
- Following up with Montgomery County prospects
- Working on prospects for sponsors of the Let's Talk event in March

DONOR RELATIONS REPORT by *Darlene Andrews*

• AGREEMENTS

○ Endowments - Working on: 21

▪ Donors:

- ❖ Mark Whitley – draft 2 to donor – following up (lvm)
- ❖ Marie Hayden (2) – trying to set up meeting, (lvm)
- ❖ Marilyn Harper – waiting on estate to settle – following-up (lvm)
- ❖ Joe Freeman – info sent to donor to discuss w/siblings – following-up (lvm)
- ❖ Huntsville Bar Assn. – draft 1 to donor – following up (lvm) – Jerry Sandel
- ❖ Estate of Pauline Woods – final to sign
- ❖ Mark Gerlich – following up (lvm)
- ❖ Phi Beta Sigma – draft 1 to donor (have sch, funding end)
- ❖ Jim Fritsch – reviewing draft & will send changes; working w/financial advisors re: funding w/ins
- ❖ Allen Fletcher – Meeting Mid-March
- ❖ Joy Coalson – TM – draft 1 to donor
- ❖ Moselle and Ralph Lawson – TM
- ❖ Emafred Pengelly – TM – draft 1 to donor
- ❖ Mike O'Bannon and Gail Gerlich – TM – draft 1 to donors
- ❖ Joy Coalson – TM – draft 1 to donor
- ❖ Moselle and Ralph Lawson – TM – draft 1 to donor
- ❖ Mary Ann and Louis Macey – TM – draft 1 to donor
- ❖ Robert Burnham – RH – donor signing
- ❖ Seola Arnaud and R.V. Edwards – RH – draft 1 to donor
- ❖ SpawGlass – RH – draft 1 to donor

○ Endowment Amendments - Working on: 6

▪ Donors:

- ❖ Greater Texas Foundation – need to connect w/Rosser (Hendee gone)
- ❖ Student Art Association – draft 1 to donor – waiting on students to return
- ❖ Russell Gordy (2) – TM
- ❖ Walt Reid – donor sign
- ❖ Tom Bruce – draft 1 to donor; following up (lvm)
- ❖ Vic Sower – waiting on Vic to return to U.S.

○ Scholarships - Working on: 4

▪ Donors:

- ❖ East Texas Precast – donor deciding on end or sch – following up (lvm)
- ❖ Ashley Riley/Leenette Wilke – donor sign
- ❖ John Adkins – setting meeting w/donor and honoree – having to reschedule Jan 18 meeting
- ❖ Alpha Tau Omega – draft 1 to donor – waiting on students to return

DONOR RELATIONS REPORT (cont.)

- **LET'S TALK! An Evening of Conversation**
Working on sponsorship and guest lists
- **ANNUAL STEWARDSHIP REPORTS**
Finalizing endowment reports
Contacting annual scholarship donors re: funding for next year, working w/depts.
- **NCAA CERTIFICATION COMMITTEE**
Governance and Commitment to Rules Compliance Subcommittee
Working on my portion of report
- **Working with Education on dedication ceremony for bronze statue donated by Linda Rushing**

ANNUAL GIVING REPORT by Cindy Truax

- **December Solicitation** - Response to date -- 219 gifts for a total of \$35,182.
It's following the same pattern as the past several years -- it produces about half of the response and dollars as the September mailing.
- **Faculty and Staff Campaign**
 - Finalizing a date for the committee celebration and awards luncheon originally scheduled in December. I have checked with the Deans and VPs for availability and depending on one of our chair's calendar, it will be either February 25.
 - I'll be working on the final dollar amounts for the campaign which includes the projected payroll deductions. We have over 250 people on payroll deduction totaling over \$5,300 per month. I'll be sending out a year-end summary of giving by January 31 for their tax purposes.
- **Heritage**
Reviewing the FY07 Faculty & Staff listing to turn in to Brian. Will be meeting with Darlene to review changes.
Supplying chart information to Brian.
- **Phonathon**
Will be working with Carol T. finalizing the new caller training on January 31.

PHONATHON Carol Templeton

- **Fall Calling Results** -- 775 pledges for \$71,265
- **Collections** --
 - Collection Notices sent 1/10/08
 - A large number of year-end pledge payments came in, causing a jump in collection rates
- **Spring Recruitment** --
 - Fliers in all residence halls and bulletin boards on campus.
 - Posted on Jobs for Kats (Career Services) and the SHSU online bulletin board.
 - Banner hanging in the LSC mall area
 - Recruitment table will be set up in the mall area Wednesday and Thursday from 11am-1pm
- There will be 12 returning callers, looking to hire 25 or more new callers for a total of 35-40. Interviews will start next week.
- Collecting incentives to motivate and reward callers from local businesses and campus departments.
- New caller training set for January 31st from 4-7pm in LSC rm 315. Returning callers may start calling earlier that week. New callers will start calling February 4th. COBA is the first college that will be called.

ADMINISTRATIVE & EVENT COORDINATOR REPORT by Jacel Angel

- **CAMPAIGN DINNERS**
 - Personalized "Save This Date" letters for Katy and Seabrook were mailed out on Wed., Jan. 16th
 - Katy -- Willow Fork Country Club -- Tuesday, March 4 -- reception 6:30 p.m./dinner 7:30 p.m.
 - Seabrook -- Lakewood Yacht Club -- Thursday, March 6 -- reception 6:30 p.m./dinner 7:30 p.m.
 - Invitations for Katy & Seabrook will be mailed out on February 4th. Sam Houston Press is working on them.
 - Working on picking the menus, linens & centerpieces for the Katy and Seabrook dinners
 - Working with Julie Schwab on showcasing music students for the receptions & dinners at Katy & Seabrook events
- **"LET'S TALK"**
 - Letters to sponsors were mailed out on Monday, January 14.
 - Website is up & running -- received first paid reservation for 3 today
 - Updating Raiser's Edge daily with the information



DEVELOPMENT TEAM

Minutes for February 11, 2008

DIRECTOR REPORT by *Thelma Mooney*

- Working with Rhonda & de Castro on Advisory Council
- Talking to Gordon Brown – he feels we should have an event in the Madison/Leon area due to all of the oil business in those areas now
- Frank may sponsor a table or two for Let's Talk to invite donors that we have been working on
- Everyone should start thinking of ideas for the campaign celebration

MAJOR GIFTS REPORT by *Rhonda Ellisor*

- Researching people in the Katy area for the upcoming Katy Campaign Event
- Working on sponsorships and tickets for the Let's Talk event
- Working on the Spring Capital Campaign Newsletter
- Planning follow up meetings in the Montgomery County Area
- Researching prospect names given to us by Alumni and Friends

DONOR RELATIONS REPORT by *Darlene Andrews*

- **AGREEMENTS**
 - **Endowments** Completed since 09/01/07: 12 Actively working: 19
 - Donors: Mark Whitley – chair signing
Marie Hayden (2) – working with Marie and Dean Lewis
Marilyn Harper – waiting on estate to settle
Joe Freeman – info sent to donor to discuss w/siblings
Huntsville Bar Assn. – draft 1 to donor
Estate of Pauline Woods – finalizing for sign
Mark Gerlich – meeting to discuss
Phi Beta Sigma – Associate VP sign
Jim and Sylvia Fritsch – draft 1 to donor (?)
Paul and Jan Reed – working w/Dean Lewis to write agmt
Gordon and Genevieve Brown – calling
Beverly Irby - calling
Seola Arnaud and R.V. Edwards – RE – requesting acct #s
SpawGlass – RE – donor sign
Howard Payne – RE – draft 1 to donor
Mary Ann and Louis Macey – TM
Mike O'Bannon and Gail Gerlich – TM
Joy Coalson – TM
Moselle and Ralph Lawson – TM
Emafred Pengelly – TM
 - **Endowment Amendments** Completed since 09/01/07: 2 Actively working: 7
 - Donors: Student Art Association – draft 1 to donor
Russell Gordy (2) – TM
Walt Reid – draft 1 to donors
Tom Bruce –draft 1 to donor
Vic Sower – meeting w/Vic
Dept. of Foreign Languages, Andrist – meeting 2/12
Harriett Smith - TM
 - **Scholarships** Completed since 09/01/07: 6 Actively working: 10
 - Donors: East Texas Precast – donor deciding on end or sch
Ashley Riley/Leenette Wilke – donor sign
Alpha Tau Omega – Associate VP sign
Melissa Davis – draft 1 to donor
John Adkins – meeting
The PEER Program @ SHSU – draft 1 to donor rep
Billy and Kathy Smith – 5 agrmts – TM
- **NCAA CERTIFICATION COMMITTEE**
Governance and Commitment to Rules Compliance Subcommittee - My portion of report is turned in

ANNUAL GIVING REPORT by Cindy Truax

- **Annual Fund Mail Solicitations**
 - December Response to date – 244 gifts for a total of \$37,361
 - September Response to date – 445 gifts for a total of \$70,124
- **Faculty and Staff Campaign**

Finalizing plans for the committee celebration and awards luncheon scheduled for Monday February 25.
- **Museum**

Working with museum on March 1 “Friends” board meeting to be held prior to the “Afternoon with Sam Houston” event. There are several new board members (Angie Burns, Tony Culak, Allen Fletcher) and Nancy Burch is the 2008 President. George Miles (past president) will still be very involved since Nancy lives out of town.
- **Collections**

Phonathon collection notices will be mailing this week. Shirley will be running them on Monday.
- **SACS**

Several meetings will be scheduled over the next few weeks with the groups I’m involved with. We have upcoming deadlines for the various standards that we work on in small groups. Those standards are coming due and will go to the editing committee.

PHONATHON Carol Templeton

- **Spring Calling Updates –**
 - Theme: “Welcome to Fabulous Phonathon” (Las Vegas/Casino)
 - Training was held 1/31 in the LSC and 2/4 in the call center
 - Hired 32 callers initially, will start another round of hiring next week
 - Started calling COBA on 2/4
 - Started off a little slow, but things have really started to pick up!
 - As of 2/10 – 87 pledges for \$8959 after four nights of calling
 - Scavenger Hunt planned for 2/12 to increase knowledge of SHSU campus, history and traditions
 - Collection notices will be mailed early this week

ADMINISTRATIVE & EVENT COORDINATOR REPORT by Jacel Angel

- **Share the Vision Dinners**
 - Katy & Seabrook Invitations went out on Tuesday, February 4
 - Replies – Katy – 48 / Seabrook –34
 - Working with Bob Rod on having the President’s reception at his house catered for hors d’ oeuvres
 - Bob Fuller is sending out an e-mail blast to the yacht club members
 - On Friday we will send out letters to 135 invitees from Bob Fuller on his letterhead inviting them to attend
 - Confirmations cards are being sent out as they respond
 - Program for Katy has been sent to press to layout / waiting on an ELC speaker for Seabrook
- **Let’s Talk**
 - Currently have 7 sponsors
 - 1- \$25,000 •1 - \$5,000 •5 - \$2,500
 - 82 seats have been filled (speakers, sponsors & individual ticket)
 - Will be sending out confirmation cards once the invitations have been mailed & the reply cards come in