



*Alumni Giving Committee*

**Progress Report**

**Board Meeting**

**January 24, 2009**

**Submitted by:**

**Anne Baird-Bridges**

**Chair**

Alumni Giving Committee  
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**Accomplishments Since August, 2008 Board Report:**

Activity	Outcome	Comments
<p><b>Tom Joyner Foundation Chapter Challenge</b></p> <p>Held Kick off conference call with TJF staff and Tom Joyner</p> <p>Designated TJF Chapter Champions</p> <p>Held bi-weekly conference calls with Champions</p> <p>Web Broadcasts</p> <p>E-mail blasts</p> <p>Created Donate button on web site</p>	<p>\$63 K collected (estimate); \$6K at Biennial</p> <p>All Board members contributed</p> <p>7 Chapters met \$5K challenge and recognized on scoreboard during Homecoming: NOVA, DC, South Hampton Roads, Charlotte, Raleigh, Detroit, Long Island</p> <p>Chapter Champions designated to lead the effort</p> <p>Strategy developed to engage the Hampton Village</p> <p>Marketing tools and templates developed and used</p> <p>Excellent working partnership established with Dr. Cynthia Sellers, HU lead on initiative</p>	<p>Unable to determine total amount collected; no final report of giving from TJF or Hampton</p> <p>28 Chapters signed up for Challenge but all did not actively participate, i.e. conference calls, report,</p>
<p><b>Class Leader Cafeteria Window Pane Challenge</b></p>	<p>Attended Class Leader Meeting 10/31/08</p>	<p>Classes not organized to facilitate this effort</p>
<p><b>NHAA, Inc. Cafeteria Window Chapter Challenge by 6/30/09</b></p>	<p>\$47,000 contributed to date</p> <p>Plan to raise funds being presented for Board approval</p>	<p>Chapters committed to purchase \$100K window in 2007;</p>
<p><b>National Bowling Party on 3/7/09</b></p>	<p>Plan to be presented to Board and Council 1/23/09 and 1/24/09 for action</p>	<p>Based upon response to TJF Chapter Challenge 63 chapters participating is not a realistic goal</p>
<p><b>Identify appropriate team members from Regions and Chapters by 10/01/08</b></p>	<p>NCR designated Alumni Giving Chairs for Region and all chapters</p>	<p>SWR and FWR and most chapters have not designated Alumni Giving Chairs</p>

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	MAR designated Alumni Giving Chairs for Region and all but 2 Chapters  SER and MWR designated Regional Chairs only	Giving Chairs serving in more than one role limits time available for responsibilities
<b>Team calls</b>	Subscribed to Calling Post and used for TJF Chapter Challenge	Useful tool that is easy to use
<b>Team Broadcasts</b>	Subscribed to HelloWorld and used for TJF Chapter Challenge	
<b>Team Building at Regional Meetings</b>		Action will be determined by availability of travel funds and Regional meeting format
<b>Web Broadcasts</b>	Used for TJF Chapter Challenge	
<b>E-Mail Blasts</b>	Used for TJF Chapter Challenge	Reliance upon
<b>Hyper Link to Donate</b>	Button on NHAA, Inc. website	
<b>Alumni Giving Tool Kit distributed by 10/03/08</b>	Distributed to Regional Alumni Giving Chairs for review and final to the NCR giving team	Most Alumni Giving Chairs not yet designated
<b>Meet with partners</b>	Met with Dr. Cynthia Sellers on TJF Chapter Challenge; met with Mr. Laron Clark, Ms. Harriet Davis, Ms. Milly Swann and Ms. Chelsea McQueen	
<b>Periodic updates written and verbal</b>		

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**Status of Action items from August, 2008 Board Report**

Action Item	Responsible	Due	Status
Tom Joyner Foundation Chapter Challenge \$250K	Chair	10/31/09	Raised \$63K
Distribute Alumni Giving Took Kit	Chair	10/03/09	NCR received in December

**Issue and Problem Status:**

Issue/Problem	Resolution/ Action	Responsibility	Targeted Resolution Date	Status
<b>Not enough actively engaged chapters to meet stretch goals</b>	Modify goals to reflect Chapter participation	Alumni Giving Chair Regional and Chapter Presidents	01/24/09	Proposal presented to Board and Council
<b>Alumni Giving reports not available</b>	HU to distribute same reports as in prior fiscal years	Alumni Giving Chair	02/23/09	President Hicks discussed with Mr. Clark

**Plans for Next Reporting Period:**

Activity	Outcome	Responsibility	Planned Start Date	Planned End Date	Success Criteria
<b>Develop 2009-10 giving goals for Alumni Council review</b>	Realistic Goals Developed	Alumni Giving Team led by Anne Baird-Bridges	04/01/09	06/03/09	Approved goals distributed
<b>NHAA, Inc. Cafeteria Window Chapter Challenge</b>	Complete NHAA, Inc. window pledge	Alumni Giving Team led by Anne Baird-Bridges	01/25/09	06/30/09	\$53,000 raised

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Activity	Outcome	Responsibility	Planned Start Date	Planned End Date	Success Criteria
<b>Alumni Giving Team created</b>	Team active and has begun working together	Anne Baird-Bridges & Regional Chairs	01/25/09	06/30/09	Members from 6 of the 7 Regions
<b>Alumni Giving Tool Kit distributed</b>	Giving Chairs in place	Anne Baird-Bridges	02/25/09	05/31/09	All have kits
<b>Team Broadcasts</b>	Understanding of giving goals	Anne Baird-Bridges	02/25/09	06/30/09	Active participation of Giving Chairs
<b>Verify exact amount available for 09-10 Endowed Scholarships</b>	Dollars known	Anne Baird-Bridges	01/23/09	01/30/09	Funds available

**ACTIONS NEEDING BOARD APPROVAL:**

**1. Meet cafeteria window goal of \$53,000 by doing the following:**

- a. Board members and Past Presidents contribute **\$10,000**
- b. Chapters, Clubs and Associations contribute **\$43,000**
  - i. \$500 at least 7 commitments = \$3,500
  - ii. \$1,000 at least 6 commitments = \$6,000
  - iii. \$1,500 at least 5 commitments = \$7,500
  - iv. \$2,000 at least 5 commitments = \$10,000
  - v. \$2,500 at least 4 commitments = \$10,000
  - vi. \$3,000 at least 2 commitments = \$6,000
  - vii. Chapter Pledges completed
    1. \$1,000 Greensboro
    2. \$2,250 NY Hampton Club

**2. Reduce overall alumni giving goal from \$2.2 M+ to \$1 M**

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**3. Have Bowling Day with proceeds to be distributed as follows:**

- a. 50% NHAA, Inc. Cafeteria Window
- b. 25% NHAA, Inc. Endowed Scholarship and
- c. 25% Chapter initiatives

**4. Endowed Scholarship Distribution**

- a. 7 new Freshman scholars
- b. 7 sophomores (continuing scholars from 2008-2009)
- c. 4 scholars graduate this year
  - i. **Option 1** -Award \$10,000 per Endowed Scholar (14) for the 2009-2010 school year for a total of \$140,000 from the \$391,909 currently available
  - ii. **Option 2** – Reduce Award to \$5,000 per Endowed Scholar (14) for the 2009-2010 school year for a total of \$70,000. This is the conservative option that should be followed if we cannot confirm that the \$391,909 currently available will still be available for next year.