



Board of Trustees Meeting Direct Support Organizations

PRESENTED BY

**Shawnta Friday-Stroud, Ph.D.
University Advancement**

Wednesday, March 7, 2018

Grand Ballroom

Florida Agricultural and Mechanical University



III. Approval of Minutes

Recommendation:

Approve the minutes of the November 29, 2017, and January 11, 2018, Direct Support Organizations (DSO) Committee Meetings.





IV. Rattler Boosters, Inc.

1. Decertification of Rattler Boosters, Inc.

Rationale:

The Rattler Boosters, Inc., has been dissolved. The financial assets have been transferred to the operating account of the newly created Florida A&M University Rattler Boosters, Inc., in the FAMU Foundation. The physical assets are being transferred to the Athletics Department. There are no liabilities associated with the Rattler Boosters, Inc.

Recommendation:

Decertify the Rattler Boosters, Inc.





IV. Rattler Boosters, Inc.

2. Certification of Florida A&M University Rattler Boosters, Inc.

Rationale:

The Florida A&M University Rattler Boosters, Inc., is the newly created DSO booster program, which will replace the Rattler Boosters, Inc.

Recommendation:

Approve the Articles of Incorporation and Bylaws for the Florida A&M University Rattler Boosters, Inc.; certify as a FAMU DSO.





V. Acceptance of DSO Budget

Rationale:

At the January 11, 2018, DSO Committee Meeting, the FY2017-2018 Florida A&M University Rattler Boosters budget was presented for informational purposes. Interim Vice President Dr. Shawnta Friday-Stroud requested that approval of the Budget be moved to the Board Meeting in March to ensure Bylaws for the Boosters have been approved.

The DSO Committee approved moving the Budget and Bylaws to the spring meeting in March.

Recommendation:

Acceptance of the FY2017-18 Florida A&M University Rattler Boosters Budget.

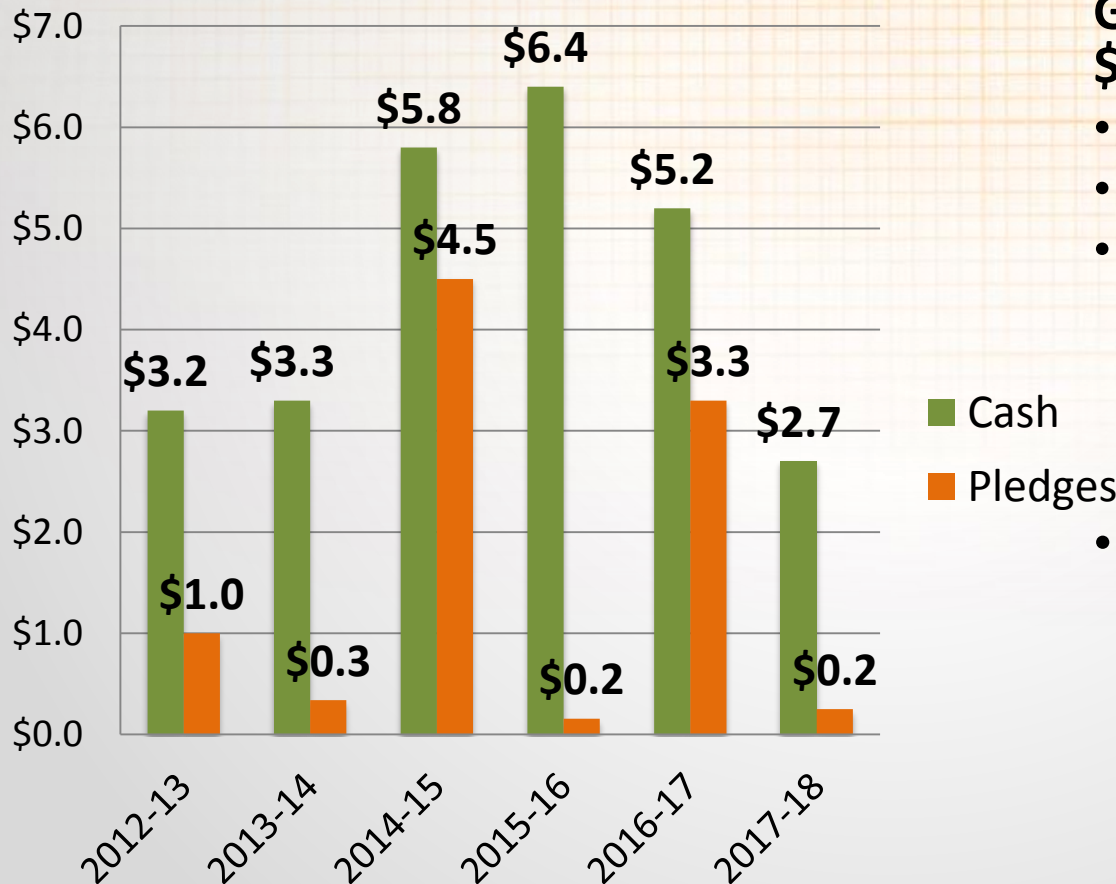




VI. Update on Divisional Activities

1. FY 2017-18 University Advancement Updates

Fundraising Performance Snapshot



Progress:

Giving as of February 26, 2018: \$2.9M

- Average gift amount: \$923.15
- 3,246 donors
- Top 3 constituent groups by total giving:
 - Alumni \$1M
 - Corporations \$736K
 - Friends \$373K
- Top 2 largest single gifts:
 - Corporate \$134K
 - Corporate \$115K





VI. Update on Divisional Activities

2. FAMU Rising Fundraising Campaign Priorities

- Student Scholarships
- Student Success Initiatives
- Athletics
- Artistic Ensembles





VI. Update on Divisional Activities

3. Ongoing FAMU Rising Fundraising Campaign & Activities

- Upcoming hires: Fundraisers
- Infrastructure Initiatives
 - Increasing donor pool
 - Prospecting approximately 250 potential high net worth donors
- Fundraising Initiatives
 - Student Philanthropy
 - FAMU Tags in FL & other states
 - Alumni & NAA members
 - Matching Gifts Campaign
 - Communication/Marketing
 - Sponsorship Packages
- Corporate Engagements
 - Southern Glaser
 - Intel
 - Google
 - Facebook
 - Regions
- Communications with Existing Donors
 - Dr. & Mrs. Mirion Bowers
 - Mr. & Mrs. Kinsey





VI. Update on Divisional Activities

4. Capital Campaign Preparations

- Preparations for the “FAMU Rising” Capital Campaign
 - Researching Consulting Firms to conduct Campaign Readiness Plan
 - Assessing staff and organizational structure
 - Preparing Training for Deans & Staff





VI. Update on Divisional Activities

5. DSO Updates

A. National Alumni Association (NAA)

- Feb. 8th – FAMU DAY at the Capitol
- Feb. 9th-12th – HBCU Recruitment Caravan Los Angeles
- Feb. 24th – Polk County Scholarship Gala
- March 8th – MEAC Tournament Enshrines Alumna Cheryl Harris Booker
- March 9th-13th – FAMU President's Spring Recruitment Tour
- May 24th-27th – NAA National Meeting

B. FAMU Foundation, Inc. – Foundation Operations:

- Dr. Friday-Stroud held individual introductory meetings with Foundation Directors.
- May 24th-25th – FAMU Foundation Board Meeting, Orlando, FL.
- Foundation endowment balance as of January 31, 2018: \$114M

C. Florida A&M University Rattler Boosters, Inc.

- Decertification of Rattler Boosters, Inc.
- Certification of Florida A&M University Rattler Boosters, Inc.
- Reorganization steps





“At FAMU, Great Things Are Happening Every Day.”

established 1887

