



**ECU Foundation, Inc.**  
**Development and Donor Relations Committee**  
**Teleconference**  
**Thursday, May 5, 2011, 9:00 a.m.**  
**Minutes**

The ECU Foundation Development and Donor Relations Committee met via teleconference Thursday, May 5, 2011 at 9:00 a.m.

Attendees: Chair, Suzanne Brooks, Reid Fogleman, Bill Furr, Paul Gemperline, Phil Hodges, Linda Patriarca, Judy Siguaw, Bill Clark, Mickey Dowdy and University Advancement Staff Colin O'Connor, Maureen Devine, and Greg Abeyounis. *Absent: Robert Brinkley, John Lancaster, Bubba Rawl, Irwin Roberts, Tom Taft, Phil Waugh, and David White.*

Chair Suzanne Brooks called the meeting to order. Minutes of the previous meetings from August 10, 2010 and January 20, 2011 were noted, voted and approved.

A list of committee members, committee participation report and the committee meeting schedule was provided and discussed. Dr. Judy Siguaw volunteered to serve as Vice Chair of the committee.


Mickey Dowdy gave an update on campaign proposal options and how MGO's are working on 90 proposals in 90 days (P90X strategy program). Committee members felt liaison program is a good step for the committee, working with MGO's to identify and visit prospective donors.

A revised purpose and responsibilities of the committee was provided and discussed. Committee felt it was important to try and create a culture of gratitude. Suggestions were made to send thank you cards to donors in lieu of ThankAThon calling program.

Strategic Plan objectives were and discussed. Discussed identifying ways to re-engage former directors by identifying members in certain geographic locations for visits; updating the alumni database indicating which alumni received scholarships and discussed what that would entail; developing and using other opinion surveys for lower level donors, and how surveys have been helpful. Committee discussed looking at other universities for ideas. Suggested asking current donors what they like or do not like and how we can increase donor base. Donor satisfaction and fulfillment is key.

Chairperson Brooks asked the committee to focus on ideas regarding ways to re-engage former board members and bring ideas regarding donor surveys to the next discussion.

There being no further business, the meeting was adjourned. *The next teleconference is scheduled for Wednesday, July 27 at 9:00 a.m.*

  
Prepared by

  
President & CEO, ECU Foundation