

GradLab/Giving Day Planning Meeting
December 8, 2017
10:00am- 11:00am

Attendees:

Giving Day Key Dates

1. Submitting list request to UR - Dec. 8 (Today) -
<https://ucscforms.wufoo.com/forms/giving-day-list-request-form/>
 - a. Who is on our list
 - i. Cast a wide net
 - ii. All Graduate Alumni (broad)
 1. Group Organization: Graduate Alumni
 2. Events: Founders Alumni Dinner Attendees
 3. Donors: Donor that have given to Grad Division
 4. Other: Tech, Entrepreneurs and Arts
 - iii. Specify a specific group based on our project idea (narrow)
 - iv. Attendees from the Founders Day Dinner (current grads had a lot of interaction with grad alumni)
 - b. What's our frequency for sending emails
 - i. 2 before giving day, 1 on giving day
 - ii. 1 before, 2 on giving day (Agreed this was the best option)
 1. February 12
 2. February 28, 10am and 3pm
2. Send "Save the Dates and Project Info" - January 8th (First day of Winter Quarter)
3. Training -January 16
 - a. Learn how to write a pitch and create a video
4. Submit Email to UR to have UR send to our alumni list - January 22
5. Training -January 31
 - a. How to activate your network -January
6. Register GradLab project content on the UR giving day platform - February 1
7. Training -February 13
 - a. How to plan your day, stewardship, shirts and cards
8. Giving Day- February 28
9. Thank you emails to donors- March 1

GradLab

1. Campaigns Teasers I & II sent
2. Sent Survey I- Dec 1
 - a. Review results
 - b. Do we need to send a second survey?

3. Are we still hosting a GradLab town hall and a voting survey? -No strong feelings. Need to decide on a GradLab project.

Giving Day Action Items

1. Define our project goals and assign roles
2. Marketing campaigns: writing emails, newsletters, project content, facebook
3. GradLab giving day video
4. GradLab website
5. Giving Day event activities, events and reaching challenge goals
 - a. Shifts for on or off (24 hour day event)
 - b. Party
 - c. Pop up
6. Thank you letters

FOLLOW UP EMAIL For 12/8:

-how to figure out the project(s) we'll fund?

-electoral college style: have a big vote for all grads, we take as recommendation

-narrow the list and then present multiple GLprojects: giving day as part of narrowing the project pool//GIVING DAY: GRADLAB Gladiator

-Choose three projects to fund