

GradLab/Giving Day Planning Meeting  
January 12, 2018  
11:00am- 12:00pm

Attendees:

#### Giving Day Key Dates

1. We Submitted our list request to UR - Dec. 8-  
<https://ucscforms.wufoo.com/forms/giving-day-list-request-form/>
  - a. All Graduate Alumni (broad)
    - i. Group Organization: Graduate Alumni
      1. Events: Founders Alumni Dinner Attendees
      2. Donors: Donor that have given to Grad Division
      3. Other: Tech, Entrepreneurs and Arts
    - ii. Our frequency for sending emails
      1. 1 before, 2 on giving day (Agreed this was the best option)
        - a. February 12
        - b. February 28, 10am and 3pm
2. Send "Save the Dates and Project Info" - January 8th (First day of Winter Quarter)
  - a. This wasn't sent we need to develop the content still
3. Training -January 16
  - a. Learn how to write a pitch and create a video- added to your calendars
  - b. Who is going to write the pitch and script for the video? Nicole
  - c. Who is going to work on filming the video and editing the video? Rebecca,
  - d. Who is going to be in the video? Pat, Tony, Aaron, Nicole, Adrienne, Juliana, everybody.....
  - e. Web content management? Daniel Alves
  - f. Survey project survey and emails: Aaron Springer
  - g. GradLab Facebook: Adrienne
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- Daniel Alves
7. Training -February 13
  - a. How to plan your day, stewardship, shirts and cards
  - b.

8. Giving Day- February 28
9. Thank you emails to donors- March 1

### GradLab/Giving Day

1. How to figure out the project(s) we'll fund?
  - a. electoral college style: have a big vote for all grads, we take as recommendation
  - b. narrow the list and then present multiple GL projects: giving day as part of narrowing the project pool//GIVING DAY: GRADLAB Gladiator
  - c. Choose projects to fund
    - i. Determined: Electoral College style:
      1. Email
2. Best way to leverage the initial seed gifts during the day
  - a. Tyrus Miller and Nathan Westrups matching funding
  - b. How to best utilize support from Grad Div with contact for potential alumni donors
    - i. Tyrus Miller
    - ii. Nathan Westrup

### 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)
    - i. Most traffic through the GSC
      1. Promotion:
        - a. First Friday
        - b. Grad Slam
        - c. GSC Newsletter
      2. Party at the GSC
        - a. Coffee & donuts (9am-11am)
        - b. Pizza Party for Lunch (11am-2pm)
        - c. Tea and Cookies Event.... (2pm-4pm)
        - d. Band party w/beer at (4pm-7pm)
        - e. Dinner Iveta Pasta Party (6pm-9pm)
  - b. Party
  - c. Pop up- In Quarry Plaza
  - d. Nathan & Tyrus- Connecting and talking to alumni
6. Thank you letters

### SFAC Funding Proposal

1. Funding proposal was submitted on December 20, 2017

- a. Requested \$1,000.00 permanent funding
- b. Requested \$5,000.00 one time funding