

# Advancement Committee Meeting

Apr 14, 2021 10:30 AM - 11:15 AM EDT

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UNIVERSITY OF CENTRAL FLORIDA

**Board of Trustees  
Advancement Committee  
Virtual Meeting  
April 14, 2021**

**10:30 a.m. – 11:15 a.m.** (Or Upon Adjournment of Previous Meeting)

**Livestream:** <https://ucf.webex.com/ucf/onstage/g.php?MTID=e6cf80b664c34774a2e99214df20485d5>  
**Conference call number:** 1-408-418-9388, **access code:** 132 149 6268

**AGENDA**

1. Call to Order Danny Gaekwad, *Chair, Advancement Committee*
  
2. Roll Call Lauren Ferguson '13, '18MPA, *Director of Foundation Board Relations and Development*
  
3. Minutes of the February 10, 2021 Advancement Committee Meeting Chair Gaekwad
  
4. New Business
  
- INFO-1 UCF Day of Giving (March 24, 2021)  
*Karen Cochran, Acting Vice President for Advancement and Acting CEO of the UCF Foundation*  
*Heather Junod '98, Associate Vice President for Alumni Engagement and Annual Giving*  
*Patrick Burt, Associate Vice President for Communications and Marketing*
  
5. Adjournment Chair Gaekwad



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees  
Advancement Committee Meeting  
February 10, 2021  
Virtual Meeting

MINUTES

**CALL TO ORDER**

Trustee Danny Gaekwad, Chair of the Advancement Committee, called the meeting to order at 1:30 p.m. and stated that the meeting was covered by the Florida Sunshine Law and the public and press were invited to attend. Trustee Sabrina La Rosa, Trustee Joseph Contee, Trustee Joseph Harrington via WebEx. Trustee Jeff Condello and Trustee John Sprouls were not in attendance.

**MINUTES**

The minutes from the November 19, 2020 meeting were unanimously approved as written.

**REPORTS**

Trustee Gaekwad shared that all standing committees of the UCF Board of Trustees were undergoing review of their respective annual plans established at the beginning of FY21. The floor was opened for comments and future topic suggestions related to the presented FY21 Advancement Committee plan. No comments or suggestions for revision were provided by the members of the committee. Trustee Gaekwad thanked the committee members for their review.

**NEW BUSINESS**

Trustee Gaekwad welcomed Janet Owen, Vice President for Government and Community Relations, to provide a legislative update. Owen shared that her office was closely coordinating with UCF Marketing and UCF Advancement to progress toward the goals set forth by President Cartwright.

Owen provided the following legislative updates:

### **Federal**

- UCF engaged Whitmer & Worrall, a bi-partisan government relations and strategic consulting firm, to enhance UCF’s brand and reputation within Washington D.C.
- Representatives from Whitmer & Worrall recently engaged with UCF faculty leadership via Zoom to advise them of potential opportunities – such as identifying federal entities relevant to UCF’s academic and research strengths.
- UCF has completed more than 25 congressional meetings with the offices identified by Whitmer & Worrall since late September of 2020.
- UCF’s Office of Government and Community Relations is planning opportunities for members of congress to visit and tour UCF. Janet Owen invited interested Trustees to participate in these visits. Trustee Gaekwad requested that Janet Owen share the list of visit dates and congressional attendees with the Trustees once confirmed.
- On February 10, 2021, the United States House of Representatives’ Education and Labor Committee approved an \$170B Coronavirus relief package for schools. While exact figures were not known at the time of this meeting, it was estimated the approved relief package would contain roughly \$40B for higher education.

### **Local/Community Relations**

- Orange County’s Board of Commissioners approved a campus development agreement between UCF and Orange County. This agreement covered the next decade of UCF’s expected growth and the associated infrastructure needs, such as transportation.
- Maritza Martinez, Assistant Vice President of Community Relations, and her team have developed deeper bonds with key economic entities within Volusia County and Brevard County to strengthen UCF’s brand and reputation in those areas. A day on the Space Coast is being developed and planned for President Cartwright.
- Key speaking engagements and introductions to community leaders and organizations are ongoing as part of President Cartwright’s onboarding process.
- A four-part program series, titled “This is Downtown”, is being developed with the Downtown Orlando Economic Partnership. It was noted that the series was intended to highlight major Downtown Orlando and UCF Downtown assets.

## State

- The 60-day legislative session starts on March 2, 2021.
- On January 28, 2021, Governor Ron DeSantis released his Florida Leads budget proposal for FY 2021-2022. DeSantis proposed a \$96.6B, an increase of \$4B from the FY 2020-2021 budget.
  - No reduction was proposed for performance funding.
  - A 3% non-recurring reduction to university-based budgets was proposed.
    - UCF's university budget reduction would total roughly \$5M.
  - No reduction to medical school funding was proposed.
- Governor DeSantis stated that state universities may not raise tuition in the upcoming fiscal year.
- Janet Owen shared information regarding which state positions are currently filled by UCF Alumni. Trustee Gaekwad requested a list of these alumni legislators be shared with the Advancement Committee members.
- Janet Owen shared an update on UCF's Legislative Scholars program.

Patrick Burt, Associate Vice President for Communications and Marketing, shared an update on UCF's efforts to share UCF's message with State of Florida legislators virtually during the pandemic.

Trustee Gaekwad inquired if State Representative Randy Fine would participate in President Cartwright's visit to the Space Coast. Janet Owen noted that logistics for President Cartwright's visit were still in development. Trustee Conte also inquired if Governor DeSantis' statement to not raise tuition also applied to graduate school and College of Medicine credit hours. Janet Owen responded that the language provided did not distinguish between types of tuition, and unless further clarification is made, is a blanket statement applied to all forms of tuition.

Trustee Gaekwad welcomed Karen Cochran, Acting Vice President for Advancement, to provide a fundraising update to the committee. Karen Cochran provided an overview of the UCF Foundation's work to develop and launch a strategic, philanthropic action plan with a focus on UCF's academic mission. It was shared that the draft philanthropic action plan would be provided to President Cartwright on February 26, 2021. Noted goals of the plan were to increase philanthropic support raised to \$100M annually and align fundraising with university priorities that move UCF toward becoming a Top 50 public research university.

Karen Cochran provided the committee with a snapshot of UCF's past six years of fundraising. It was noted that as of February 5, 2021, UCF Advancement had raised roughly \$16M toward an FY21 target goal of \$70M. Karen Cochran shared that two additional gifts totaling \$5,800,000 collectively were received between February 5 and the February 10 Advancement Committee meeting.

Karen Cochran shared that UCF Advancement would be utilizing a bifurcated strategy to engage alumni and attract principal level prospects. It was noted that the UCF Advancement Team would be engaging with each Trustee individually to identify opportunities in which Trustees can engage in the process of raising philanthropic support for UCF.

Alumni participation benchmarking was presented utilizing data from UCF's operational peers. Trustee Gaekwad requested this information be provided utilizing FL SUS alumni participation data. Karen Cochran acknowledged Trustee Gaekwad's request and committed to providing the requested information in the future. Karen Cochran noted that peer operational institutions had a five-year average alumni participation rate of 6.95%. UCF's five-year average alumni participation rate, as of February 2021, was 3.43%. An analysis of operational peers' programs revealed that USF made significant progress in raising their alumni participation rate over the past five-year period. Karen Cochran shared that UCF would be studying peers, such as USF, to identify strategies that may be configured to inspire engagement among UCF's alumni.

Karen Cochran provided the committee with example measures of success for the philanthropic action plan and a preview of recommendations. The example measures of success included:

- \$100M a year in sustainable philanthropy.
- Alumni participation in the double digits.
- Securing a minimum of three (3) \$10M gifts annually.

Information on an engagement survey UCF would be providing its alumni and friends was presented. It was noted that more than 220,000 individual constituents with active email addresses would be invited to participate. Karen Cochran encouraged the Trustees to take the survey. The results from the engagement survey would be available in March of 2021.

Karen Cochran provided an outline of five ways Trustees can partner with UCF Advancement. The opportunities discussed for Trustee involvement were:

- Completing the engagement survey.
- Introducing UCF to their networks; referring potential donors.
- Providing input on fundraising priorities.
- Advocating for UCF in their communities.
- Setting an example by expanding their personal support

Trustee Gaekwad thanked Karen Cochran for her presentation, noting his appreciation for the strategic process being utilized to build the philanthropic action plan. Trustee Conte inquired about how the engagement survey discussed differed from past surveys implemented by UCF. Karen Cochran noted that the engagement survey is a comprehensive survey not previously utilized by UCF and individual

participant’s survey feedback will be stored on their respective records to assist with engaging them based on their preferences. It was noted that the engagement survey was an example of one of many technology-based investments UCF Advancement is making to leverage the alumni base.

Trustee Joe Harrington shared observations related to UCF students’ utilization of email. He applauded Athletics for their robust fundraising performance and noted that academics had not seen the same performance. Trustee Harrington shared that marketing materials he has received from UCF in the past provided messaging about Athletics but lacked to highlight academics and research. Trustee Harrington encouraged future messaging that spotlights UCF’s research, innovation, expertise, student success, and economic impact. Trustee Harrington and Karen Cochran agreed to have more conversation on this topic at a later date.

Trustee Gaekwad thanked the Trustees for their participation and robust discussion.

**ADJOURNMENT**

Trustee Gaekwad adjourned the meeting at 2:14 p.m.

Reviewed by: \_\_\_\_\_  
Danny Gaekwad, Chair, Advancement Committee

Date: \_\_\_\_\_

Submitted by: \_\_\_\_\_  
Janet Owen, Associate Corporate Secretary

Date: \_\_\_\_\_

## UCF BOARD OF TRUSTEES

## Agenda Item Summary

Advancement Committee

April 14, 2021

**Title: UCF Day of Giving**

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 Information Information for upcoming action ActionMeeting Date for Upcoming Action:  N/A **Purpose and Issues to be Considered:**

The Advancement Committee is charged, per its charter, with providing strategic input and oversight to the areas of Government & Community Relations, Constituent Engagement and Development, and Communications and Marketing. As part of this oversight responsibility, these areas regularly provide reports on related functions to the Advancement Committee.

**Background Information:**

UCF Day of Giving (March 24, 2021) is a 24-hour online giving event, that encourages alumni and friends to show their support for UCF through a philanthropic investment at any amount. The goal for this year's Day of Giving was 2,021 donors. Challenge gifts, gifts that can be "unlocked" when certain Day of Giving milestones are achieved, are a central part of the 24-hour giving event. This year eight (8) donor challenges were established:

- ***The Greatest Challenge:*** \$320,800  
When the Greatest Day of Giving goal is met - 2,021 donors - the UCF Foundation Board of Directors will contribute \$320,800 to the campaign.
- ***All Alumni Giving Challenge:*** \$30,850  
Members of the UCF Alumni Board will contribute \$30,850 when the first 1,000 donors have participated in UCF Day of Giving 2021.
- ***NEH Match:*** \$41,470  
The National Endowment for the Humanities has awarded a challenge grant to the Center for Humanities and Digital Research (CHDR) to support expanding its current facilities, research, and humanities programming. Matching funds will enable the addition of a digital humanities collaboratory and update all equipment in the center to support collaborative research, digital preservation and access, and public outreach.
- ***Scholarships for Students with Disabilities:*** \$20,650  
The Johnson Scholarship Foundation, based in West Palm Beach, Florida will provide up to \$20,650 as a dollar-for-dollar match to support scholarships for students with disabilities.
- ***Parent and Family Fund Challenge:*** \$2,000  
The Engle family will match all gifts in support of the Parent and Family Fund dollar-for-dollar up to \$2,000.



- ***Limitless Solutions Challenge:*** \$2,500  
Robert Aronoff '92 will give an additional \$50 per donor, up to 50 donors who give to Limitless Solutions.
- ***Little Knights Challenge:*** 9-10 a.m. | \$250  
Post a photo of your baby—or your fur baby—in UCF gear, tag @ucfalumni on Instagram and use #OurGreatUCF. One winner will earn an extra \$250 for their cause! Sponsored by Meyonka Gray '13
- ***Class of 2021 Challenge:*** 1-2 p.m. | \$250  
Give \$20.21 in honor of your upcoming commencement between 1 and 2 p.m. One participant will be randomly selected and \$250 in challenge funds will be awarded to the area of the winner's choice. Sponsored by Jordan Grushka '14.

**Recommended Action:**

This item is being presented as information only.

**Alternatives to Decision:**

N/A

**Fiscal Impact and Source of Funding:**

N/A

**Authority for Board of Trustees Action:**

N/A

**Contract Reviewed/Approved by General Counsel**  N/A

**Committee Chair or Chair of the Board has approved adding this item to the agenda**

**Submitted by:**

Karen Cochran, *Acting Vice President for Advancement and Acting CEO of the UCF Foundation*  
Patrick Burt, *Associate Vice President for Communications and Marketing*

**Supporting Documentation:**

Attachment A- UCF Day of Giving Presentation

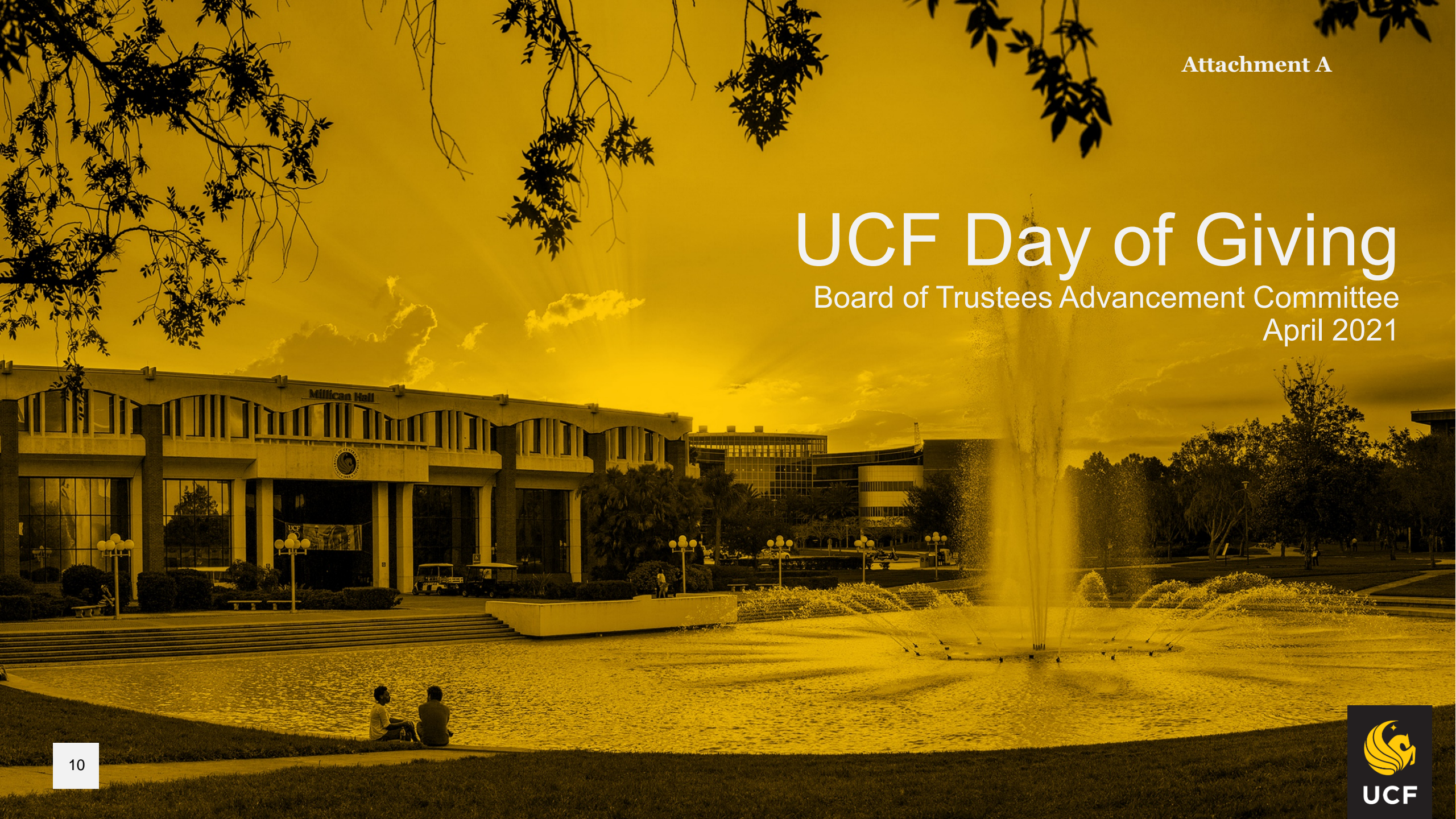
**Facilitators/Presenters:**

Karen Cochran, *Acting Vice President for Advancement and Acting CEO of the UCF Foundation*  
Heather Junod '98, *Associate Vice President for Alumni Engagement and Annual Giving*  
Patrick Burt, *Associate Vice President for Communications and Marketing*



# UCF Day of Giving

Board of Trustees Advancement Committee  
April 2021





A golden statue of a knight on a horse, with a shield featuring the letters 'UCF'. The background is a solid yellow color.

# UCF Day of Giving: Overview

# UCF Day of Giving



UCF Day of Giving is a 24-hour celebration of giving designed to:

- Acquisition and reactivation
- Meet donors where they are
- Strengthen pride and connection
- Increase philanthropic spirit
- Create a sense of urgency

# UCF Day of Giving

## Our Greatest Day of Giving

- » Every donor is essential
- » Every dollar makes a difference
- » There's a fund for everyone

2,021 donors in 24 hours



# UCF Day of Giving



MAIL



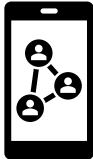
PHONE



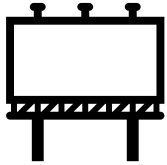
EMAIL



TEXT



SOCIAL



DIGITAL



# UCF Day of Giving



**JOIN UCF FOR OUR GREATEST DAY OF GIVING ON MARCH 24.**  
 From scholarships and academic programs to athletic and student support funds, you can donate from areas of UCF that's important to you. Your gift will make a lasting impact on our students, our faculty, our campus and our mission. And your support is needed now more than ever.

**EVERY DONOR IS ESSENTIAL.**  
 During this 24-hour online giving event, your gift will help us unlock thousands of dollars in challenge opportunities — and help us reach our goal of \$2,021 dollars. Every Knight who participates in this tradition helps UCF move forward.

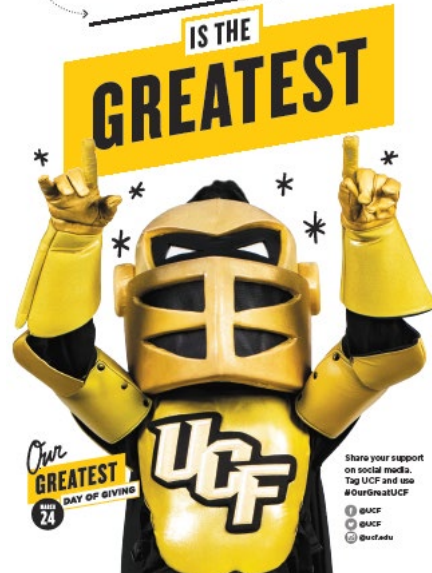
**EVERY DOLLAR MAKES A DIFFERENCE.**  
 Every gift is a special statement of support for UCF, our current students and the future of the university. And with donor matches and doubling gifts, every amount you give will create a tremendous impact.

**THERE'S A FUND FOR EVERYONE.**  
 Find the fund that fits you. From funding first generation scholarships and furthering the arts to moving for our student-athletes, you're encouraged to support something you're passionate about. Check out the funds that need your help.

View areas of support, see donor challenges and learn how to get involved at [ucf.edu/dayofgiving](https://ucf.edu/dayofgiving)



Share what you love about UCF!



Share your support on social media. Tag UCF and use #OurGreatUCF

- #UCF
- #UCF
- @ucf.edu



March 24 at 12:02 PM · 🌐

It's because of #KnightNation that our student-athletes get to play on and off the field 🏈

If you love watching the @UCFKnights, consider making a gift to the Keep Charging On fund on UCF Day of Giving. #OurGreatUCF

Be a part of something great ❤️ [ucf.edu/dayofgiving](https://ucf.edu/dayofgiving)



3 Shares



Matt Assenmacher @massenma · Mar 24

It's officially UCF Day of Giving, and I'm making a gift to help UCF reach 2,021 donors in one day. Join me by supporting an area of the university that YOU think is great! [ucfalumni.com/dayofgiving](https://ucfalumni.com/dayofgiving) #OurGreatUCF



2021 UCF Day of Giving  
 Join UCF for Our Greatest Day of Giving on March 24. You can choose how to make a lasting impact ...  
[ucfalumni.com](https://ucfalumni.com)

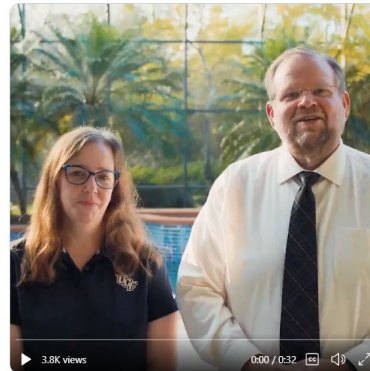
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Tweet

Dr. Alexander N. Cartwright @UCFCartwright

This is the first @UCF Day of Giving for me and Melinda and we could not be more excited to give back to students and show our support for various areas of excellence.

What do you think is the greatest thing about UCF?  
[#OurGreatUCF](https://ucfalumni.com/dayofgiving)



9:12 AM · Mar 24, 2021 · Twitter Media Studio



## Our Time to Give Back

The day that gives us the chance to come together unlike any other day. The day that allows for every Knight who bleeds **black** and **gold** to show off once and for all how much the University of Central Florida means to them. The day that alumni, faculty, staff, parents, students, fans — every Knight, everywhere joins in to play a part in the success of UCF. *And it's back for the first time since 2019.*

It's **UCF Day of Giving** and it'll be here before you know it. Save the date now because on **March 24** it's our time to give back for [Our Greatest Day of Giving](https://ucfalumni.com/dayofgiving).

Add to Calendar

Through your generous support, you're a part of the research in the labs, the plays on the field, and the world-changing discoveries all over campus. And on March 24, you can choose how to make a lasting impact at UCF — from scholarships and academic programs to athletics and student support funds — our students, our campus and our mission depend on it.

Sign up for reminders, explore areas of support and learn how to get involved at [ucfalumni.com/dayofgiving](https://ucfalumni.com/dayofgiving).

Get Inspired



# UCF 2021 Day of Giving: Digital Marketing Campaign

*April 2021*



# Digital Campaign Overview



## Core Campaign Objectives

- Increase awareness (ahead)
- Drive donations (day of)

## Campaign Flight Dates

- Start: March 2, 2021
- End: March 25, 2021 (3AM ET)

## Budget

- \$34,750

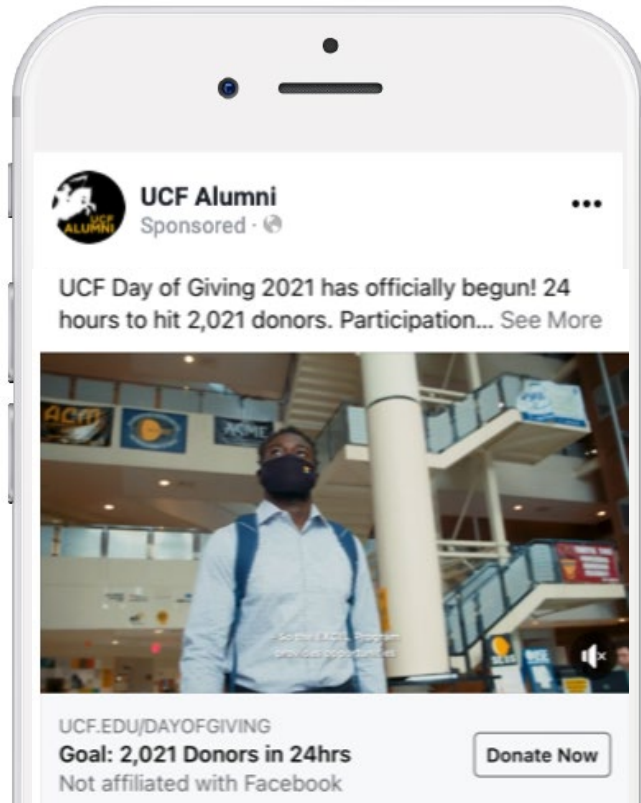
## Target Audiences

- Alumni, Students, Faculty/Staff, Parents, Friends
- Retargeting: Alumni, Foundation and Site visitors
- Lookalikes: Parents, All Donors, Top 10% Donors

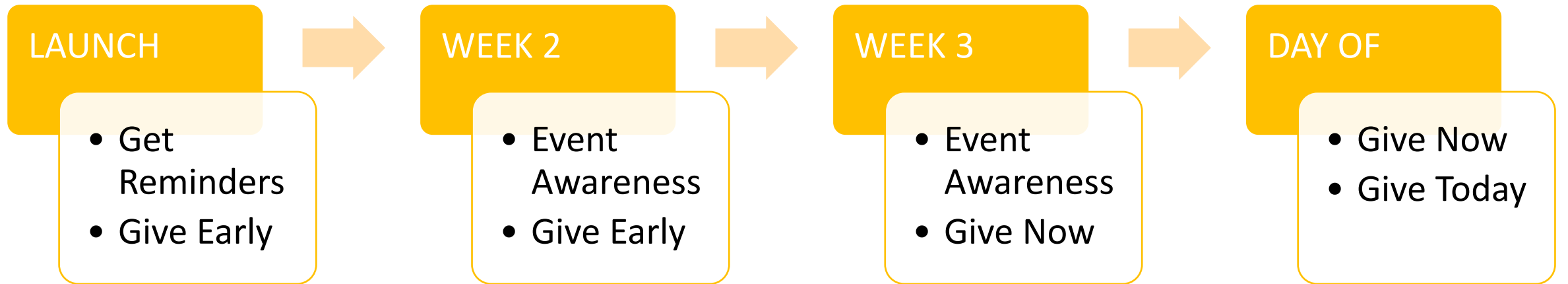
# Digital Campaign Creative Examples

## Channel Mix

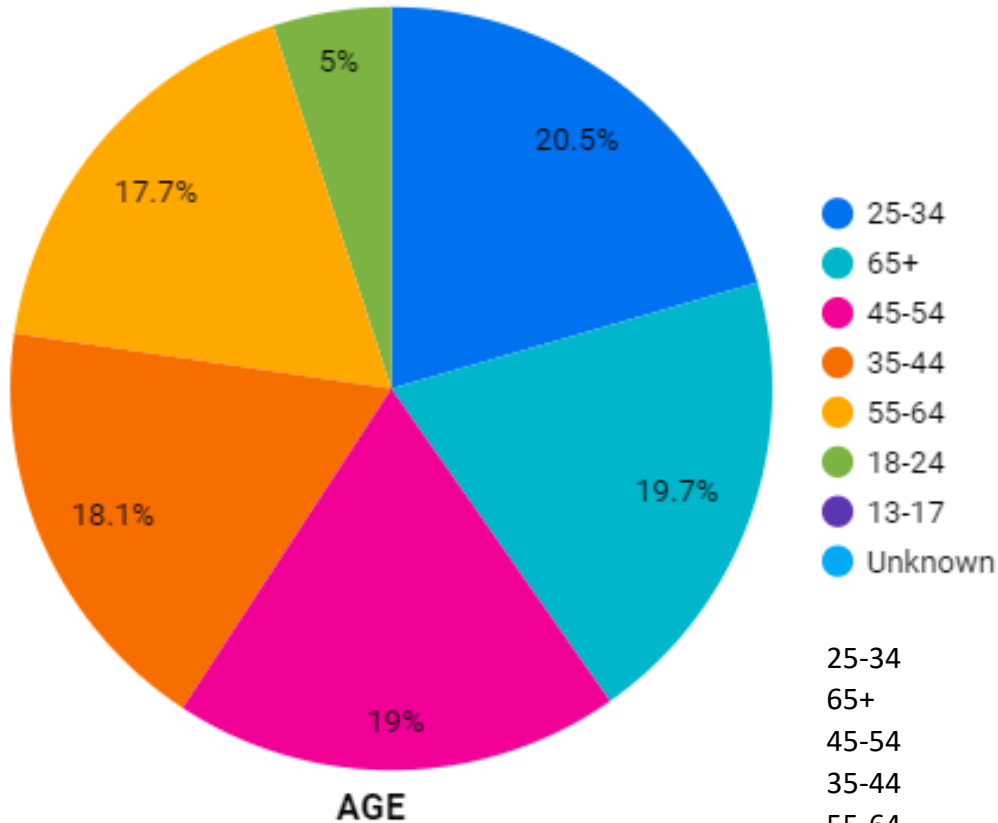
- Facebook/Instagram



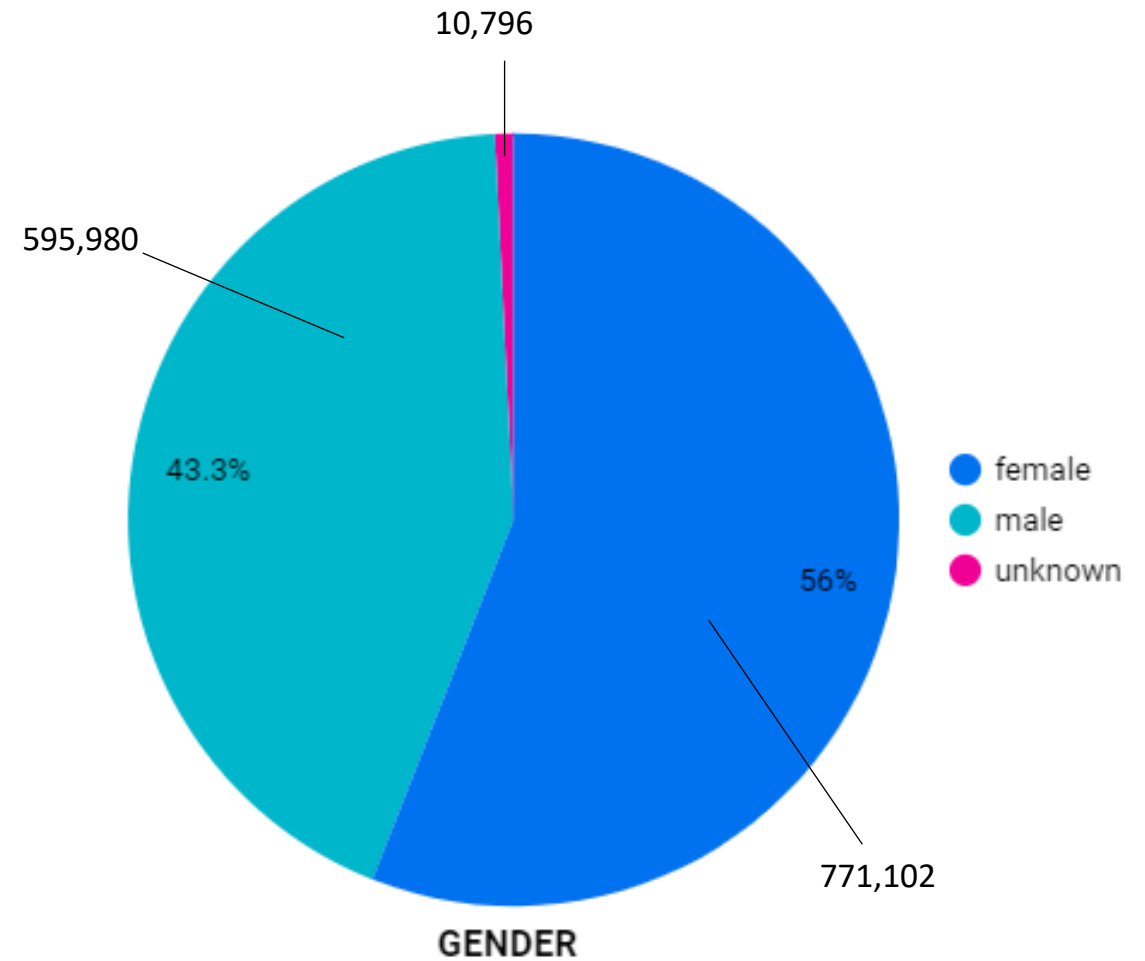
# Digital Campaign Timeline



# Digital Audience Demographic Reach



25-34	282,776
65+	272,055
45-54	261,207
35-44	249,282
55-64	243,452
18-24	69,117
13-17	1
Unknown	1

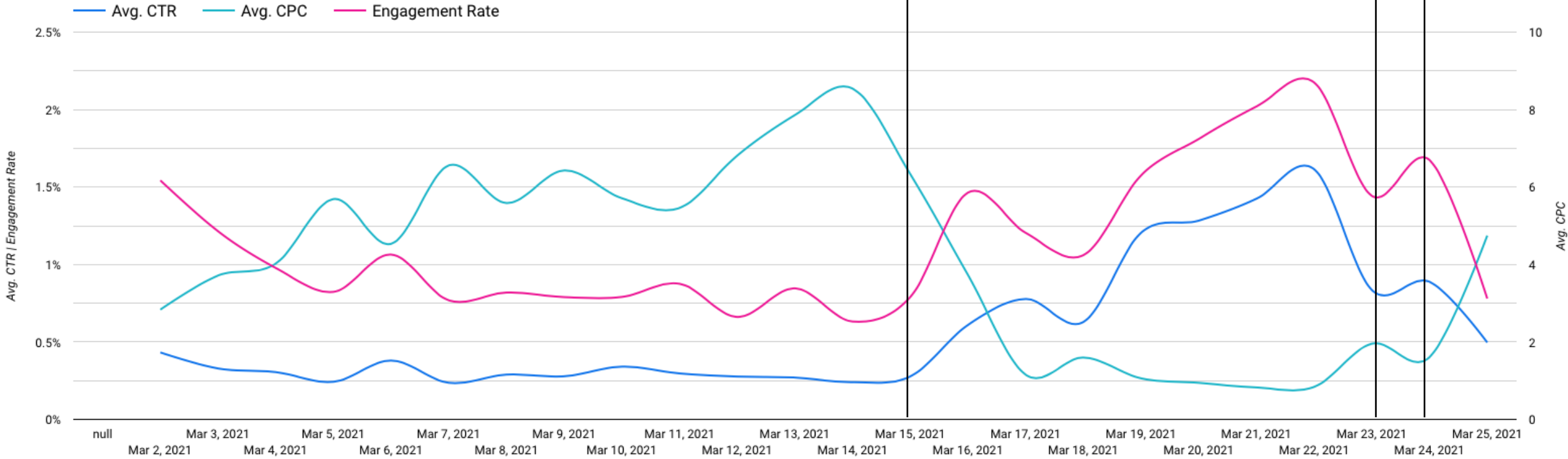


# Digital Performance

Key Performance Indicator Change

Switch objectives

Day of Giving



CTR = Click-through rate  
CPC = Cost per click



# Digital Campaign Results



**2.14M**

Total Impressions



**1.1M**

Unique People Reached



**18.6K**

Total Clicks on Ads



**321**

Total Leads  
(148 Confirmed Donors)



**\$108**

Average Cost Per Lead

# Digital Campaign Highlights

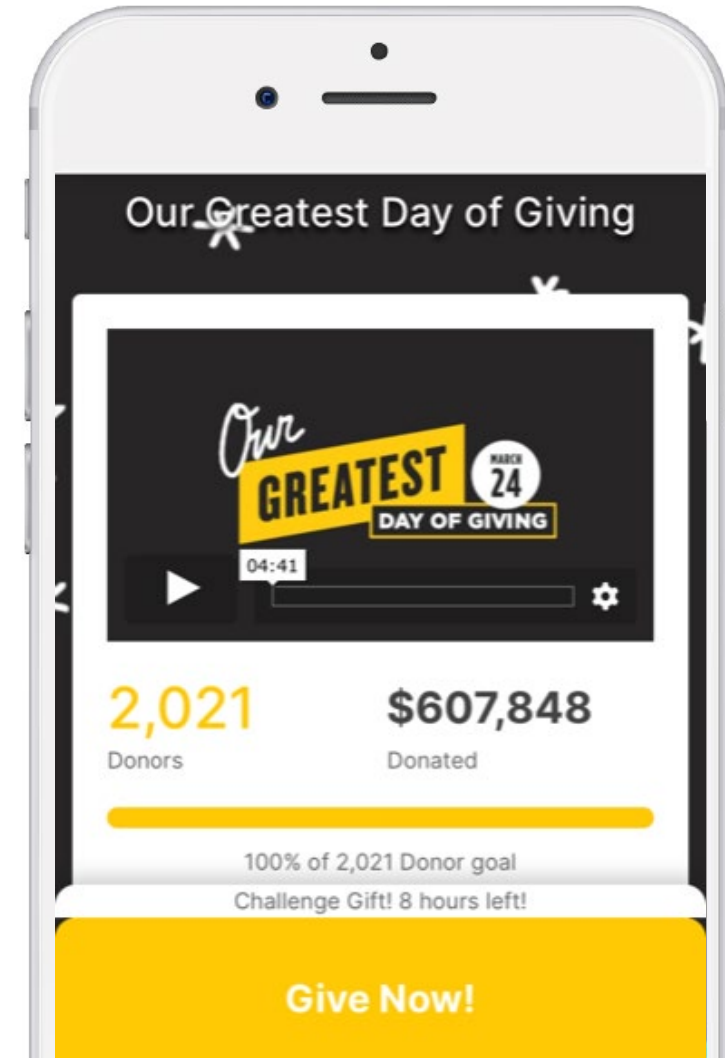


- 91% of donors donated on the **day of the event**
- Only those in the “Alumni audience segment” donated **prior to the event**
- **Retargeting** from those who visited the UCF Main Site Brand or Alumni Brand pages had the **highest ad engagement levels**, but the **lowest donor conversion levels**
- Facebook produced the **most donations** (84% of donors), however Instagram was the **most cost-effective channel** for donations
- **Video ads** produced strong ad engagement, but **image ads** drove the highest donor conversion rates
- 29% of donations from ads came from **outside Florida**



# Digital Campaign Learnings

- Split the campaign objectives further into **pre-day** (awareness, education) and **day-of** (give now)
- Utilize **unique creative assets and messaging** for each phase, target audience attributes
- **Video ads** should be used for pre-day; shorten video ad length
- **Image ads** should be used specifically to drive donations for day-of
- Narrow the **day-of targeting** to alumni, student, staff & faculty
- Utilize **Instagram** more for day-of donation targeting







# UCF Day of Giving: Challenge Gifts

# UCF Day of Giving

*Challenge and match gifts* are essential in creating excitement and providing an extra incentive for a prospective donor to make a gift.

» **Parent and Family Fund Challenge: \$2,000**

The Engle family will match all gifts in support of the Parent and Family Fund dollar-for-dollar up to \$2,000.

» **Limbitless Solutions Challenge: \$2,500**

Robert Aronoff '92 will match all gifts to Limbitless Solutions up to \$2,500.

» **UCF Alumni Board Challenge: \$30,850**

When we hit 1,000 donors, we will unlock a collective challenge from members of the UCF Alumni Board.

» **UCF Foundation Board Challenge: \$320,800**

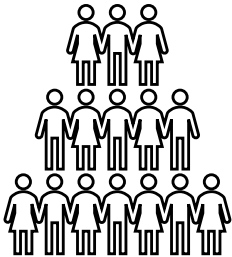
When we hit that 2021st donor, we will unlock a collective challenge gift from members of the UCF Foundation Board of more than \$300,000.



# UCF Day of Giving: Results

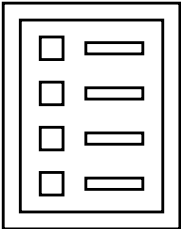
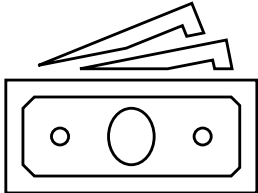
# UCF Day of Giving

## OVERALL RESULTS



**3,166**  
Donors

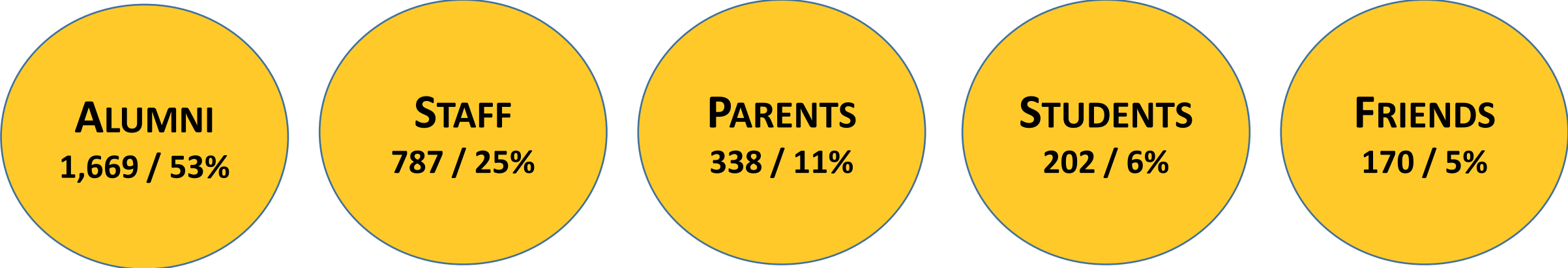
**\$843,220**



**343**  
Funds Supported

# UCF Day of Giving

## Donor Constituency



# UCF Day of Giving

## DONOR TYPE

**NEW DONORS**

681 / 22%

**CURRENT DONORS**

1,311 / 41%

**LAPSED 1 YEAR**

478 / 15%

**LAPSED 2-5 YEARS**

538 / 17%

**LAPSED 6+ YEARS**

158 / 5%

# UCF Day of Giving



## Additional Highlights:

- Youngest donor: 18
- Oldest donors: 88
- Average age: 45
- Mode age: 31
- A graduate from every class year since 1970 participated
- 35% of gifts came through digital payment services
- 75% of alumni that participated graduated in the last two decades





# Questions?