

A Minute to Win It in the Big Apple

FEATURING

Julie Bostian, Boston College

Rosalind Herbsman, Northwell Health Foundation

Mitra Keykhah, Princeton University

Katie Kutney, Berkshire School

Cheryl Lintner, Meridian Health Affiliated Foundations

Debbie Meyers, University of Maryland

Debbie Meyers, University of Maryland



Virtual reality
building, virtual
groundbreaking



Debbie Meyers, University of Maryland

For BOSS NAME – Senior Leadership Meeting Date

FY2016 Gift Agreement Metrics (as of date)

- GIFT AGREEMENTS DRAFTED to date: 172
- FY2016 EXECUTED GIFT AGREEMENTS: 98
- Total dollars: \$123,456,789

Notable: Here's where you address any weirdness or "good for us" points.

Acknowledgments

First Time Donor program: AA, BB and CC are working with students to handwrite FTD notes for donors who gave in December 2015 through February 2016.

Student Ambassadors/Trustee committee

- Donor Relations subcommittee is meeting Monday, April 4.
- AA created student ambassador application survey; deadline to submit was DATE.

Impact Report Project

- BB reviewed student response/profiles, responded to questions, worked with students of VIP funds to complete profiles, worked with various DOs regarding spendable income and student recipients for selected funds

Scholarships/Endowment

- AA and BB met and spoke with XX to discuss amending the ZBC Scholarship – fund was established in 1998 and is technically administered by AA, has not been awarded for several years and we recommended transferring fund to be administered by OSFA moving forward to ensure proper administration.
- AA and NN met with X, Y and Z in the Counseling Center to discuss how best to amend the WERW Endowed Scholarship in Engineering – a 16-year-old fund including some problematic administration language.
- AA is working with AGNR to help schedule donor meetings with their beneficiaries.
- AA is working with ENG and CMNS to help schedule a video shoot to commemorate DONOR GROUP funding of more than \$1 million.

MISCELLANEOUS

- DRS team met with XS for a refresher/training session on Web Advance.
- PRD season is upon us. PRDs for all have been finalized.
- AA participated in X College admissions open house. Will be out 4/4.
- AA and DM presented our pledge reminder process and reporting at senior staff meeting.
- AA
 - Presented at a brown bag session on endowments.
 - Participated in the alumni awards meeting.
 - Interviewed candidates for the principal gifts director of strategic initiatives position.
 - Participated in the strategy meeting for the upcoming SS tours, including editing the letter from president.
- BB is helping Principal Gifts with SS tours, finding students for tours, ordering custom hard hats and vests.



Managing up

- Weekly update of staff activities
- Includes metrics where applicable
- Lists “day job” tasks, where significant, as well as one-offs
- Provides material for performance reviews and year in review departmental PR piece

Debbie Meyers, University of Maryland

Stewardship Committee Homework

Stewardship Committee

The Stewardship Committee advises staff on stewardship efforts.



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- Make a \$25 gift to five higher ed institutions
- Mix things up
 - give on line
 - send in a check
 - make a gift in memory or in honor of
- Report on timeliness, accuracy and sincerity

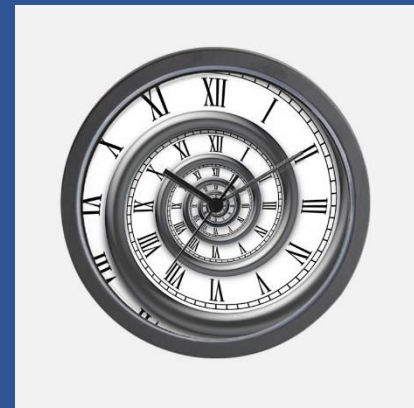
Katie Kutney, Berkshire School

Campaign Recognition Gifts Should...

Be
heartfelt
and
authentic



Last



Make you
feel like a
winner



Tee up
what's
next



Katie Kutney, Berkshire School

THE PINGRY SCHOOL

**BLUEPRINT
FOR THE FUTURE**
THE CAMPAIGN FOR PINGRY

BASKING RIDGE CAMPUS

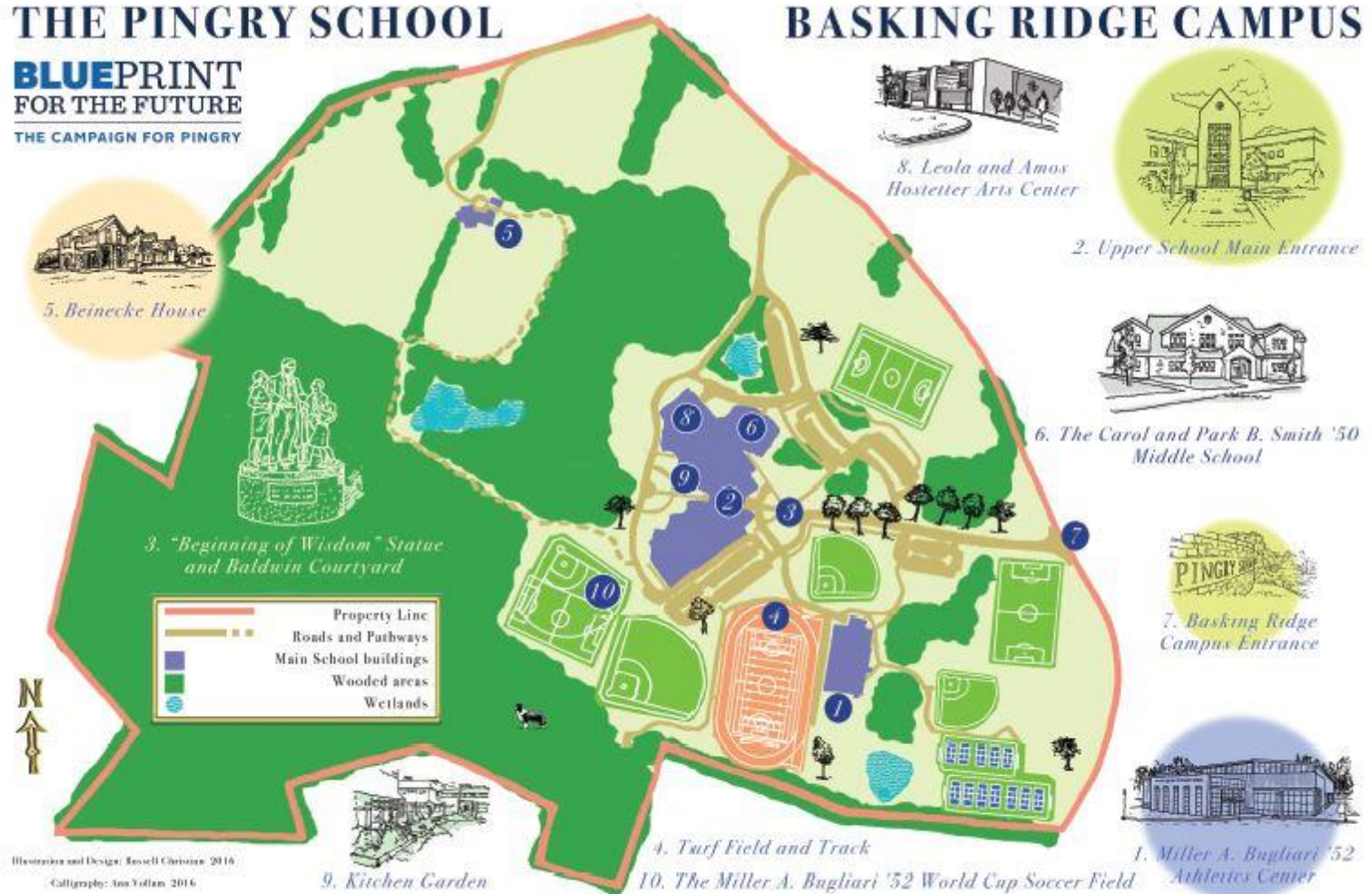


Illustration and Design: Russell Christie 2014
Calligraphy: Ann Yollan 2016

Katie Kutney, Berkshire School

BLUEPRINT
FOR THE FUTURE
THE CAMPAIGN FOR PINGRY

THE PINGRY SCHOOL SHORT HILLS CAMPUS



5. Short Hills Campus Entrance



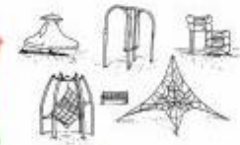
1. Lower School Main Entrance



6. Front Bridge and Stream



Illustration and Design: Russell Christian 2016 Calligraphy: Ann Vahoun 2016



2. Playground



4. "Beginning of Wisdom" Statue and Courtyard



3. Kitchen Garden

| | |
|--|-----------------------|
| | Property Line |
| | Roads and Pathways |
| | Main School Buildings |
| | Wooded areas |
| | Wetlands |

Roz Herbsman, Northwell Health Foundation

Sandra Atlas Bass
Tirelessly improving
patients' lives



Compassion makes it possible
for Northwell Health to make
healthcare better.

The Northwell Health family
applauds Sandra Atlas Bass for her
compassion and concern for others
and congratulates her on being
named Philanthropist of the Year!



Thank you, Sandra Atlas Bass!

Your philanthropy has touched many lives
throughout Northwell Health and the
communities we serve



This is a partial list of Ms. Bass' extraordinary support:

Sandra Atlas Bass Campus
North Shore University Hospital

Sandra Atlas Bass Cardiology Center
North Shore University Hospital

Sandra Atlas Bass Cardiology Center
Long Island Jewish Medical Center

**Sandra Atlas Bass Center for
Liver Diseases**

Sandra Atlas Bass Hearing Aid Dispensary
Speech and Hearing Center,
LJ Medical Center

**Sandra Atlas Bass
Movement Disorders Fellowship**
Feinstein Institute for Medical Research

**Sandra Atlas Bass Endowment for
Cancer Research**

Northwell Health Cancer Institute
Arthur Smith Urology Institute

Center for Colon and Rectal Diseases

Cohen Children's Medical Center
Stern Family Center for Rehabilitation

Northwell Health School of Medicine
Hospice Care Network



Roz Herbsman, Northwell Health Foundation



Roz Herbsman, Northwell Health Foundation



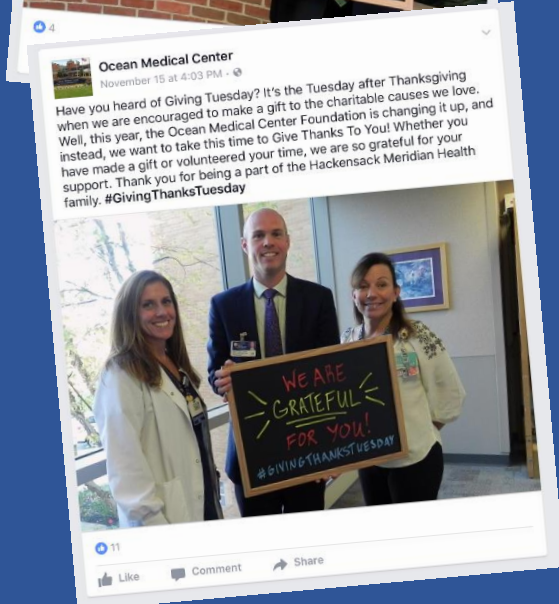
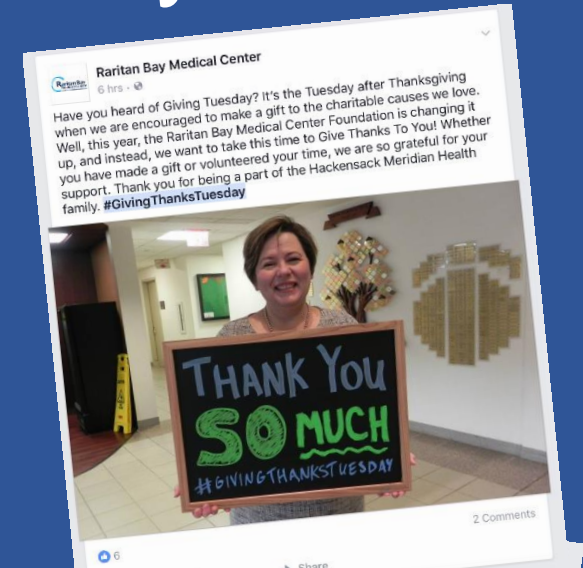
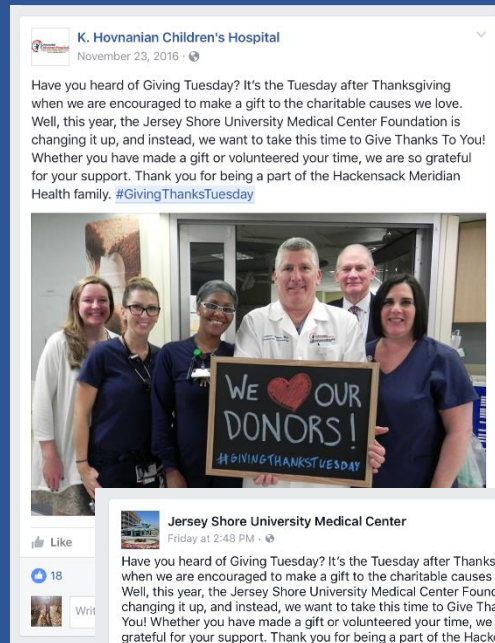
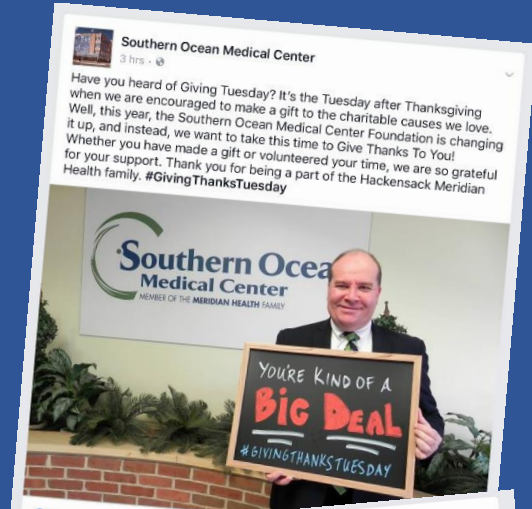
Mitra Keykhah, Princeton University



PRINCETON
UNIVERSITY

Cheryl Lintner, Meridian Health Affiliated Foundations

#GivingThanksTuesday



Cheryl Lintner, Meridian Health Affiliated Foundations

Metrics!

How did the social media posts perform?

| SOCIAL MEDIA POSTS | | | | | | | | | | | | |
|--------------------|------------|---------------------------------------|---|--|---|--|--|--|--|-----------|--------|---------|
| Campus | Post Date | REACH: # of Unique Users who Saw Post | IMPRESSIONS: # of Times Post Seen (i.e. Users may see more than once) | ENGAGED USERS: # Users who Clicked on <u>Any</u> Posts | CONSUMERS: # of Unique Users who Clicked Anywhere in Post | CONSUMPTIONS: # of Clicks Anywhere in Post (i.e. Users may click more than once) | Reach by people who have liked your Page | Impressions by people who have liked your Page (i.e. Users may see more than once) | Engaged users who have liked your Page | #Comments | #Likes | #Shares |
| BCH | 11/15/2016 | 624 | 1479 | 28 | 13 | 16 | 393 | 1067 | 23 | 21 | | |
| BCH | 11/18/2016 | 628 | 1258 | 84 | 58 | 77 | 246 | 445 | 7 | 4 | 55 | 1 |
| BCH | 11/23/2016 | 465 | 760 | 57 | 35 | 43 | 238 | 436 | 44 | 1 | 35 | 1 |
| BCH | 11/27/2016 | 389 | 624 | 12 | 5 | 5 | 284 | 497 | 10 | | 8 | |
| BCH | 11/29/2016 | 403 | 654 | 15 | 8 | 9 | 233 | 433 | 9 | | 9 | 1 |
| JSUMC | 11/15/2016 | 1095 | 2437 | 31 | 19 | 23 | 892 | 2093 | 29 | | 19 | |
| JSUMC | 11/18/2016 | 1090 | 2010 | 40 | 22 | 30 | 772 | 1539 | 25 | 1 | 19 | 3 |
| JSUMC | 11/23/2016 | 1166 | 2065 | 15 | 7 | 9 | 942 | 1780 | 11 | | 10 | |
| JSUMC | 11/27/2016 | 1191 | | | | | | | | | | |
| JSUMC | 11/29/2016 | 955 | | | | | | | | | | |
| KHOV | 11/15/2016 | 1154 | | | | | | | | | | |
| KHOV | 11/18/2016 | 387 | | | | | | | | | | |
| KHOV | 11/23/2016 | 392 | | | | | | | | | | |
| KHOV | 11/27/2016 | 518 | | | | | | | | | | |
| KHOV | 11/29/2016 | 451 | | | | | | | | | | |
| OMC | 11/15/2016 | 1990 | | | | | | | | | | |
| OMC | 11/18/2016 | 1875 | | | | | | | | | | |
| OMC | 11/23/2016 | 1823 | | | | | | | | | | |
| OMC | 11/27/2016 | 1930 | | | | | | | | | | |
| OMC | 11/29/2016 | 1487 | | | | | | | | | | |
| RMC | 11/15/2016 | 925 | | | | | | | | | | |
| RMC | 11/18/2016 | 1388 | | | | | | | | | | |
| RMC | 11/23/2016 | 896 | | | | | | | | | | |
| RMC | 11/27/2016 | 697 | | | | | | | | | | |
| RMC | 11/29/2016 | 553 | | | | | | | | | | |
| SOMC | 11/15/2016 | 697 | | | | | | | | | | |
| SOMC | 11/18/2016 | 356 | | | | | | | | | | |
| SOMC | 11/23/2016 | 710 | | | | | | | | | | |
| SOMC | 11/27/2016 | 692 | | | | | | | | | | |
| SOMC | 11/29/2016 | 583 | | | | | | | | | | |
| RBMC | 11/23/2016 | 263 | | | | | | | | | | |
| RBMC | 11/27/2016 | 262 | | | | | | | | | | |
| RBMC | 11/29/2016 | 242 | | | | | | | | | | |

| Campus | Post Date | REACH: # of Unique Users who Saw Post | IMPRESSIONS: # of Times Post Seen (i.e. Users may see more than once) | ENGAGED USERS: # Users who Clicked on <u>Any</u> Posts | CONSUMERS: # of Unique Users who Clicked Anywhere in Post | CONSUMPTIONS: # of Clicks Anywhere in Post (i.e. Users may click more than once) | Reach by people who have liked your Page | Impressions by people who have liked your Page (i.e. Users may see more than once) | Engaged users who have liked your Page | #Comments | #Likes | #Shares |
|--------|------------|---------------------------------------|---|--|---|--|--|--|--|-----------|--------|---------|
| JSUMC | 11/15/2016 | 1095 | 2437 | 31 | 19 | 23 | 892 | 2093 | 29 | | 19 | |
| JSUMC | 11/18/2016 | 1090 | 2010 | 40 | 22 | 30 | 772 | 1539 | 25 | 1 | 19 | 3 |
| JSUMC | 11/23/2016 | 1166 | 2065 | 15 | 7 | 9 | 942 | 1780 | 11 | | 10 | |
| JSUMC | 11/27/2016 | 1191 | 1978 | 14 | 11 | 14 | 993 | 1721 | 12 | | 4 | |
| JSUMC | 11/29/2016 | 955 | 1568 | 15 | 10 | 14 | 817 | 1400 | 10 | | 6 | |
| KHOV | 11/15/2016 | 1154 | 2110 | 105 | 80 | 127 | 346 | 846 | 62 | 4 | 59 | 2 |
| KHOV | 11/18/2016 | 387 | 672 | 17 | 7 | 8 | 207 | 406 | 15 | | 13 | |
| KHOV | 11/23/2016 | 392 | 622 | 23 | 9 | 9 | 202 | 383 | 17 | | 18 | |
| KHOV | 11/27/2016 | 518 | 803 | 12 | 7 | 9 | 309 | 526 | 11 | | 9 | |
| KHOV | 11/29/2016 | 451 | 708 | 2 | 0 | 0 | 273 | 458 | 2 | | 2 | |

Cheryl Lintner, Meridian Health Affiliated Foundations

----- Original message -----

From: Meridian Health Affiliated Foundations <Gratitude@hackensackmeridian.org>

Date: 11/21/16 4:00 PM (GMT-05:00)

To: undisclosed recipients

Subject: We Want to THANK YOU on Giving Thanks Tuesday



Metrics!

How did the email perform?

| MHAF EMAIL | | | | |
|------------|--------|-----------|---------|--|
| Received | Opened | Open Rate | Replies | |
| 2,534 | 952 | 38% | 1 | |



Average healthcare open rates are 20%!



We got a gift!

Julie Bostian, Boston College

WHAT IS PAINTING

DO YOU SENSE HOW ALL THE PARTS OF A GOOD PICTURE ARE INVOLVED WITH EACH OTHER, NOT JUST PLACED SIDE BY SIDE? ART IS A CREATION FOR THE EYE AND CAN ONLY BE HINTED AT WITH WORDS.

Julie Bostian, Boston College



Julie Bostian, Boston College



Julie Bostian, Boston College

The McMullen Family Foundation has always had the education of **students** and the **public at large** as one of its primary goals. Through this new Museum we endeavor to foster a heightened appreciation and enthusiasm for art among BC and other Boston-area students.

- Jacqueline McMullen

Julie Bostian, Boston College



Julie Bostian, Boston College



Julie Bostian, Boston College



Julie Bostian, Boston College

Student Ambassadors

The McMullen Museum is pleased to welcome its first class of 26 Boston College undergraduate students as paid Student Ambassadors of the museum.

Ambassadors will work 6 to 10 hours a week collaborating on student programs, acting as museum greeters, selling catalogues, updating social media, offering unique tours, and assisting with temporary exhibitions and permanent collections.

Our students will gain experience in collections management, museum programming, and public relations.

Julie Bostian, Boston College



Boston College Alumni

was live — with Boston College and McMullen Museum of Art, Boston College.

about a week ago · 🌐

Tour of the McMullen Museum of Art

Welcome to "Lunchtime Live at the McMullen," an exclusive live video tour of the beautiful new McMullen Museum of Art at Boston College!

We're here with Professor of Art History and Director of the McMullen Museum Nancy Netzer and Professor of Romance Languages and Literatures Elizabeth Goizueta. They take us through the museum's gorgeous spaces, show us a preview of the new exhibition "Rafael Soriano: The Artist as Mystic," and give us a peek behind the

If you enjoy the tour, check out the M



Write a comment...



McMullen Museum of Art, Boston College

February 17 at 10:27am · 🌐

This Sunday 12-5 we welcome students to celebrate our SNOW DAY by "painting" the snow on our lawn and building snow sculpture. Stop by for some fun and don't forget your snow boots!



bit.ly/2lTryXQ

Julie Bostian, Boston College

