



**Marquette University Alumni Association
National Board of Directors
Alumni Donor Participation Committee**

**Friday, October 4, 2019
12:30 – 1:20 p.m.
Alumni Memorial Union, Room 364**

AGENDA

- I. Welcome and Introductions Bill Krueger
- II. Review FY19 Annual Fund results and FY20 Annual Fund goals
- III. Introduce Amanda Lang, Director, Advancement Digital Strategy
- IV. New Annual Giving fundraising strategies for FY20
 - a. 1:1 texting
 - b. Round-up giving
 - c. Test mini donation form against current donation form
 - d. Integrated giving pages for each solicitation
 - e. Utilize premiums
 - f. Influencer Program
- V. Action Items
 - a. Feedback on premiums planned for FY20 (sneak peek!)
 - b. Discuss ideas around "The Shirt" program (Notre Dame)/The Red Shirt (UW-Madison)
 - c. Feedback on programs/initiatives alumni might be interested to support



**Marquette University Alumni Association
National Board of Directors
Awards Committee**

**Friday, October 4, 2019
12:30 – 1:20 p.m.
Alumni Memorial Union, Room 370**

AGENDA

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|------|--|-------------------|
| I. | Prayer | Amy Zimmerman |
| II. | Welcome and Introductions | Jill Ott |
| III. | Pedro Arrupe Award update | Lisa Bartoszewicz |
| IV. | All-University Award Nominations | All |
| | a. Ranking and profile review | |
| | b. Spirit of Marquette Award | |
| | c. Service Award | |
| | d. Professional Achievement Award | |
| | e. Distinguished Alumnus/a/i of the Year Award | |
| V. | Timeline and Next Steps | All |



**Marquette University Alumni Association
National Board of Directors
Governance Committee**

**Friday, October 4, 2019
12:30 – 1:20 p.m.
Alumni Memorial Union, Room 374**

AGENDA

- I. Welcome Micky Minhas
- II. National Board's purpose
- III. Share list of other volunteer groups and their purpose
- IV. Opportunities for National Board to intersect with the regional clubs
- V. Fundraising opportunities
- VI. Board Recruitment
- VII. Open Discussion and Next Steps