

# New York City



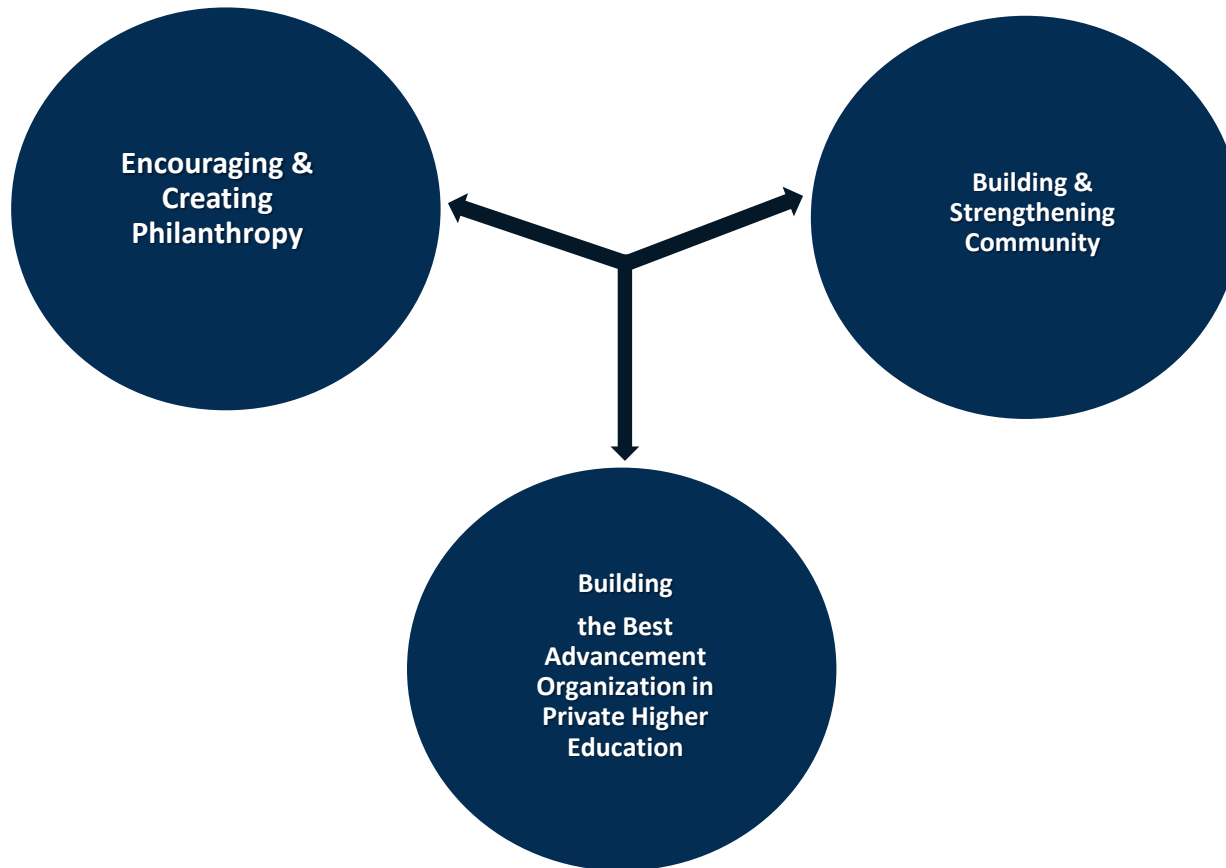
## George Eastman Circle Leadership Council Meeting

November 28, 2017

# Meeting Agenda

- Advancement Update
- George Eastman Circle Program Update
- Regional Update
- Fiscal Year Goals
- Volunteers in Partnership Conference
- 10<sup>th</sup> Anniversary

# Strategic Vision





EVER FORWARD

JOIN US

# Ever Forward Story

- Mission based momentum - Join Us
- People – Students
  - Faculty
- Medical Center
- Excellence – all areas
- Engagement
- Urgency
- Priorities & Goals



**OUR GOAL: \$150 MILLION**

STUDENTS

**\$25M**

**75** ENDOWED FUNDS

FACULTY

**\$35M**

**35** ENDOWED FUNDS

MEDICINE

**\$45M**

**30** ENDOWED FUNDS

EXCELLENCE

**\$45M**

FOR SCHOOLS AND PROGRAMS

ENGAGEMENT

**2,000**

ENGAGED CONSTITUENTS

**24%**

ALUMNI GIVING PARTICIPATION

**\$24M**

ANNUAL GIVING

# George Eastman Circle Program Update



## Program Overview:

- Total Dollars Raised since Inception: \$85M
- Total Dollars Raised in FY17: \$8M
- Number of Memberships Renewed: 430
- Membership Count by Region:

Region	Count	Region	Count
Boston	149	Philadelphia	85
Chicago	67	Rochester	1,081
Los Angeles	68	San Francisco	115
New York City	683	Washington, D.C.	169

# New York City Regional Progress

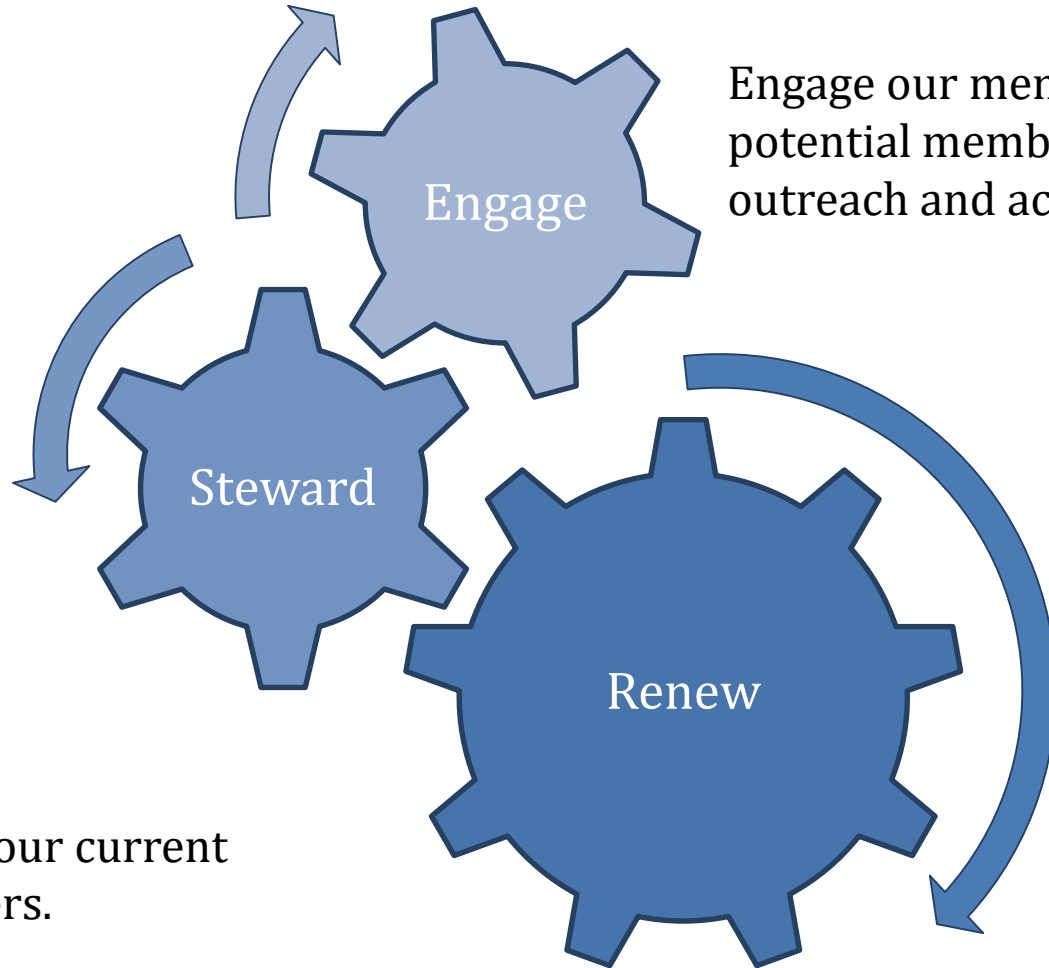
New York City	Oct `17	FY `17
Engagement	1100	3372
Go: Events	366	1509
Give: Donate	377	2175
Help: Volunteer	464	622
Connect	183	707



# New York City George Eastman Circle Progress

New York City	Oct FY `18	FY `17
Engagement	475	793
Go: Events	96	403
Give: Donate	257	793
Help: Volunteer	230	292
Connect	98	339

# Looking Ahead



Engage our members, and potential members, through outreach and activity.

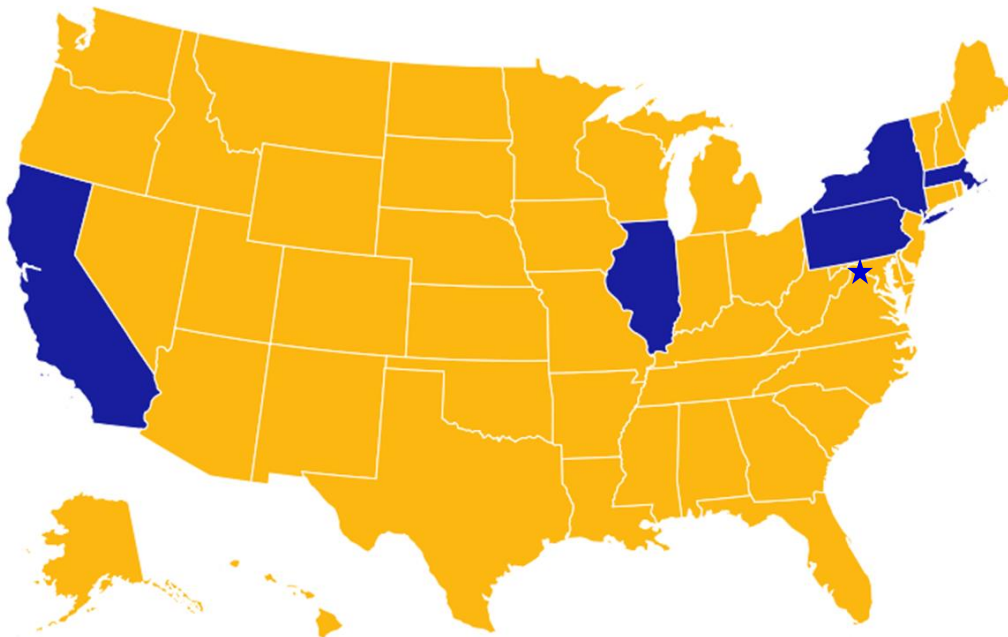
Steward our current supporters through 1:1 outreach and celebrations.

Retain our current members.

# Looking Ahead

## Council Member Engagement

1. Engage: Invite/follow-up with 5 event invitees per engagement opportunity.
2. Steward: Thank 10 current George Eastman Circle Members.
3. Renew: Renew 2 current members in the New York City area.



## Renewal Overview:

Total Due: 650+

Total Due in New York City: 131

# Engagement Overview: Annual Anchor Events



# Engagement Outlook: New York City

Month	Event
November	11/28: George Eastman Circle Council Meeting 11/28: NYC Holiday Party
January	1/11: Ever Forward: NYC Consultation Dinner (Option 1) 1/14: NYC New Year Celebration 1/21: UR vs. NYU Basketball and Tailgate Party
February	2/16: Ever Forward: NYC Consultation Dinner (Option 2)
March	<i>George Eastman Circle 10<sup>th</sup> Anniversary Celebration</i> 3/28: Ever Forward: NYC Consultation Dinner (Option 3)
April	4/14: Volunteers in Partnership Conference (Rochester, NY) 4/25: Ever Forward: Westchester Consultation Dinner
May	5/10: George Eastman Circle Engagement Reception in Westchester

SAVE THE DATE

UNIVERSITY OF ROCHESTER

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**VOLUNTEERS** *in*  
**PARTNERSHIP**  
**CONFERENCE**

*April 13–14, 2018*

JOIN US

at this collaborative gathering  
to learn, inspire, and share ideas  
with a group of dynamic volunteers  
from across the University.

#URVIP



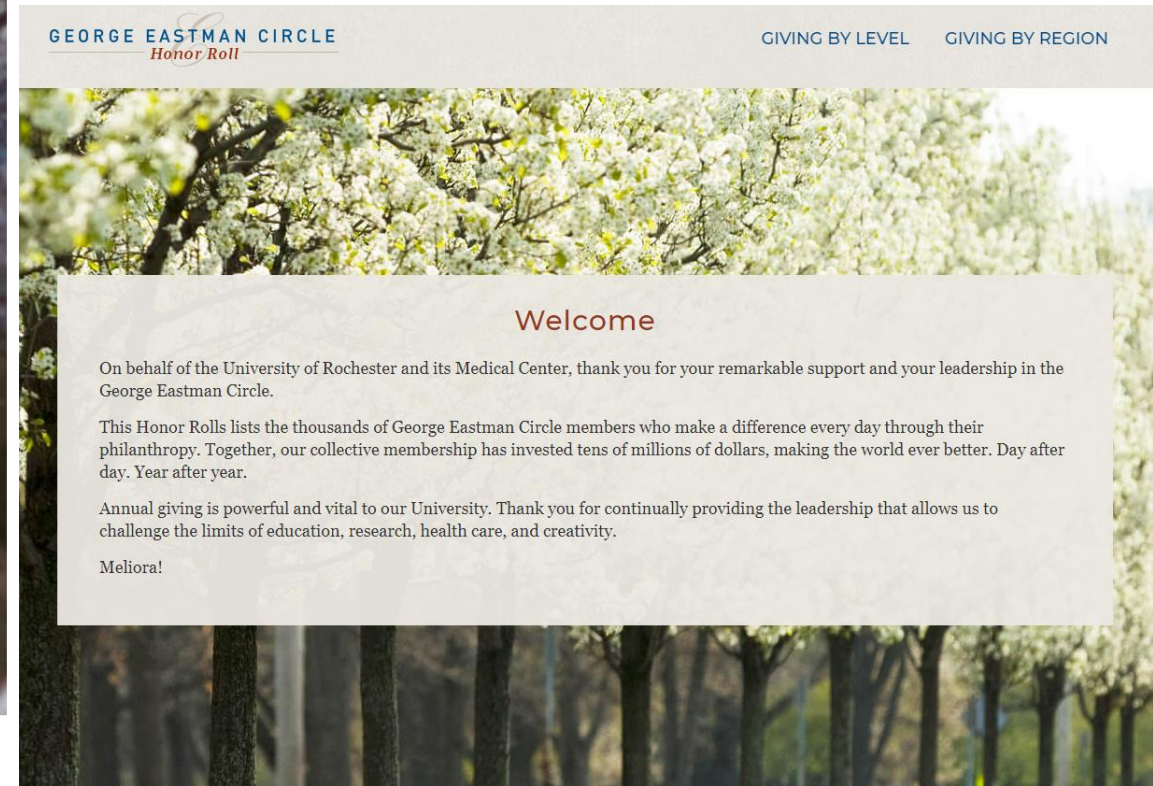
*Celebrating 10 Years of Impact*

# New Collateral



*Celebrating*  
**10** YEARS  
OF  
IMPACT

GEORGE EASTMAN CIRCLE



GEORGE EASTMAN CIRCLE  
*Honor Roll*

[GIVING BY LEVEL](#)   [GIVING BY REGION](#)

## Welcome

On behalf of the University of Rochester and its Medical Center, thank you for your remarkable support and your leadership in the George Eastman Circle.

This Honor Roll lists the thousands of George Eastman Circle members who make a difference every day through their philanthropy. Together, our collective membership has invested tens of millions of dollars, making the world ever better. Day after day. Year after year.

Annual giving is powerful and vital to our University. Thank you for continually providing the leadership that allows us to challenge the limits of education, research, health care, and creativity.

Meliora!





# Closing