

# New York City

## George Eastman Circle Leadership Council Meeting



**March 28, 2017**  
**6 p.m. – 7 p.m.**

# Meeting Agenda

- Welcome and Introductions
- George Eastman Circle Program Update
- Regional Update
- The Rochester Model
  - Go, Give, Help, Connect
- Year-End Goals
- Open Discussion

# George Eastman Circle Program Update



- **\$80.9M** in commitments since inception
- **423** funds supported; **17** programs, **79** departments directly impacted
- **3,429** active memberships in **18** countries, **47** states
- **7** George Eastman Circle Councils, **110+** council members; **7** meetings completed, **7** more planned

# George Eastman Circle Membership

## Global

- Campaign Goal: **3,330**
- Current George Eastman Circle membership: **3,429**

## New York City

- Current George Eastman Circle membership: **715**
- Membership goal for FY17: **720**
- Current number of renewals: **109**

# New York City Regional Progress

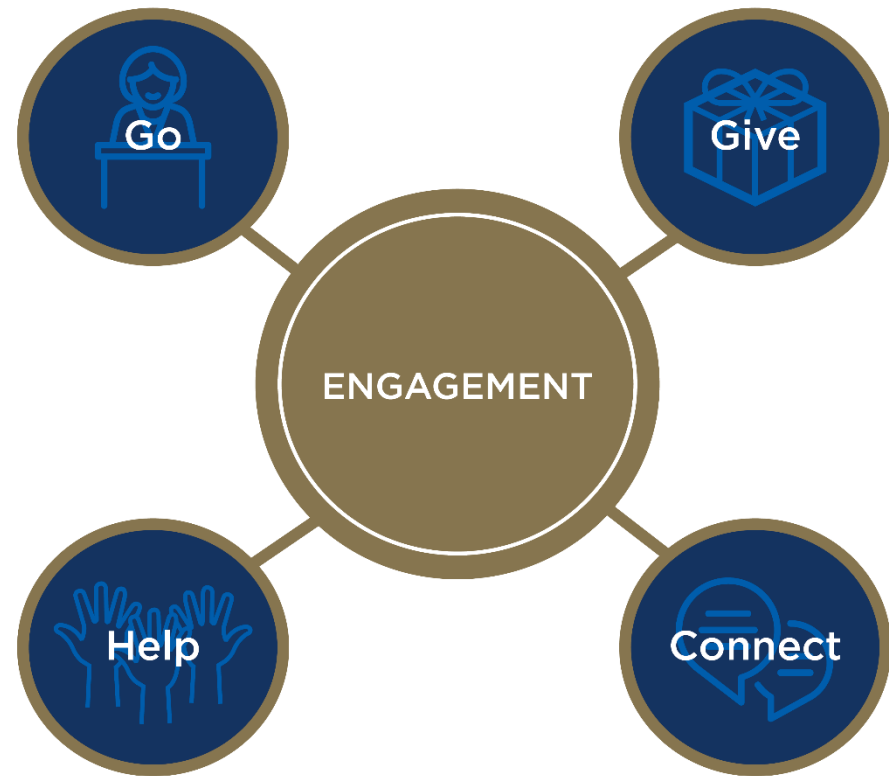
| New York City   | Current FY | Baseline |
|-----------------|------------|----------|
| Engagement      | 2422       | 3382     |
| Go: Events      | 1139       | 1,633    |
| Give: Donate    | 1334       | 2001     |
| Help: Volunteer | 328        | 406      |
| Connect         | 528        | 846      |

# The Rochester Model – 4 Point Plan

**Goal:** To strengthen the University Network in measurable ways.

## Measuring Success:

- Go: Attend Events
- Give: Donate
- Help: Volunteer
- Connect: Virtually and 1:1



# Project 10,000

As part of The Rochester Model strategic plan, Project 10,000 is an engagement campaign to expand the network of the alumni, parents, and friends actively supporting the University of Rochester through events, volunteerism, fundraising and other modes of connection.

| New York City | Baseline | Current FY17 | 2021 Goal |
|---------------|----------|--------------|-----------|
| Engagement    | 3382     | 2422         | 5000      |

# Go: Engagement Calendar

## Remainder of 2017 Academic Year

| Month | Event   |
|-------|---|
| March | 3/28: George Eastman Circle Council Meeting<br>3/28: George Eastman Circle Plus One Reception   |
| April | 4/27: Bandstand on Broadway – SOLD OUT  |
| May   | 5/2: Celebrate Meliora – Campaign Close Celebration   |
| June  | 6/13: Metro NYC, Volunteer Appreciation Reception<br><i>George Eastman Circle Plus One Reception (Westchester)</i><br><i>George Eastman Circle Plus One Reception (Long Island)</i> |

\*Event date is to be determined



# Annual Event Outlook

## University-Wide:

- Day of Service
- Holiday Party
- Institutional Leadership
- Academic/Faculty

## Targeted Audiences:

- YAC George's Birthday
- GEC +1
- GEC Recognition
- Volunteers in Partnership Event



# Go: Engagement Calendar

## 2018 Draft Academic Year

| Month     | Event  |
|-----------|--|
| July      | <i>Chair Conference Call</i>   |
| September | <i>George Eastman Circle Council Meeting<br/>George Eastman Circle &amp; Young Alumni Social<br/>Day of Service*</i> |
| December  | <i>University Wide Holiday Party*</i>  |
| January   | <i>Tailgate Reception*</i>   |
| March     | <i>George Eastman Circle Council Meeting<br/>George Eastman Circle Plus One Reception</i>                            |
| May       | <i>Academic/Faculty Event*<br/>Volunteers in Partnership Reception*</i>  |

*\*University-wide event*

*\*\*Event date is to be determined*

# Give: Day of Giving

## Save the Date: May 3, 2017

- 24-hours devoted to making an impact through philanthropic and promotional support
- 2016 Day of Giving raised more than \$995,000 from more than 1,200 donors
- Gifts and pledges of any amount to any fund are encouraged
- Volunteer toolkit provided to help promote



# Give: Pledge Payments



- George Eastman Circle members provided more than \$7.7M to the Annual Fund in fiscal year 2016
- Payments and gifts have an immediate impact on the patients, students, and faculty who depend on annual support
- Making your payment every year ensures the University will have the resources it needs to fulfill its mission of outstanding academics, world-class patient care, cutting-edge research, and inspiring art and music

# Connect: One-on-One

- Identify connections
  - List review
- Meet with current and potential members
- Thank you calls and emails
  - To date, the New York City George Eastman Circle Council has thanked 126 members
- Invite potential members to attend events

# Connect: Social Media



Regional  
Facebook  
Page



Member  
LinkedIn  
Group



Instagram



Twitter





# Year End Goals

## Go

- Celebrate Meliora: Campaign Close Celebration (May 2)
- Metro NYC, Volunteer Appreciation Reception (June 13)

## Give

- Participate in Day of Giving
- Renew, or help acquire, one membership
  - Lists to be provided

## Connect

- Facebook, LinkedIn, Twitter, Instagram
- Promote Day of Giving on Social Media
  - Toolkit provided



**Thank you!**