

# March 2024 Advancement Committee

**Schedule**



Wednesday, March 13, 2024 8:40 AM — 8:50 AM CDT

**Organizer**

Colton Cockrum

## Agenda

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- |   |    |
|---|----|
| 1. Call to Order and Open Remarks   | 1  |
| Presented by Robert Carter  |    |
| <hr/>   |    |
| 2. Roll Call and Declaration of Quorum  | 2  |
| Presented by Colton Cockrum   |    |
| <hr/>   |    |
| 3. Advancement Giving Update  | 3  |
| Presented by Kimberly Grantham  |    |
|  BOT agenda item - Advancement.docx         | 4  |
|  March 2024 BOT Meeting - Advancement.pptx | 5  |
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| 4. Additional Business  | 12 |
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| 5. Adjournment  | 13 |
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# 1. Call to Order and Open Remarks

Presented by Robert Carter



## 2. Roll Call and Declaration of Quorum

Presented by Colton Cockrum



### **3. Advancement Giving Update**

Presented by Kimberly Grantham

# The University of Memphis Board of Trustees

Recommendation

Choose: For Presentation

**Date:** 2/6/24

**Committee:** Advancement

**Presentation:** *Powerpoint slides*

**Presented by:** Kimberly Grantham, Interim VP for Advancement

**Background:** Provide high-level overview of Campaign productivity to date. Discuss strategies related to R1 match.



# *Advancement Update*

## *Advancement Committee*

Kimberly Grantham  
Interim VP Advancement

March 13, 2024  
University Center



MARCH 2024 MEETING

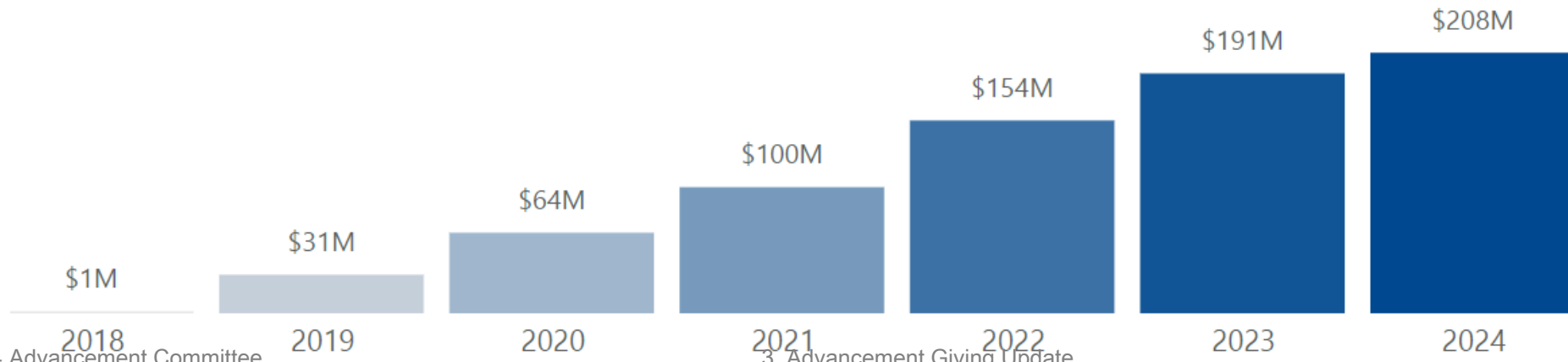
# Advancement KPIs FY23

Advancement:	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY2023	FY 2023 Goals
Alumni Giving Rate	7.7%	5.7%	5.5%	5.6%	4.9%	5.3%	5.00%
Annual Giving (\$)	\$25,013,000	\$40,822,000	\$33,715,000	\$36,726,000	\$54,545,000	\$36,666,342	\$35,000,000
Alumni Donor Count	5,543	5,735	5,273	6,024	5,869	4,920	10,725

# Campaign Update

**Total Goal: \$500M**  
**Amount Raised: \$210M**  
**% to Goal: 42.06%**

Campaign Goal

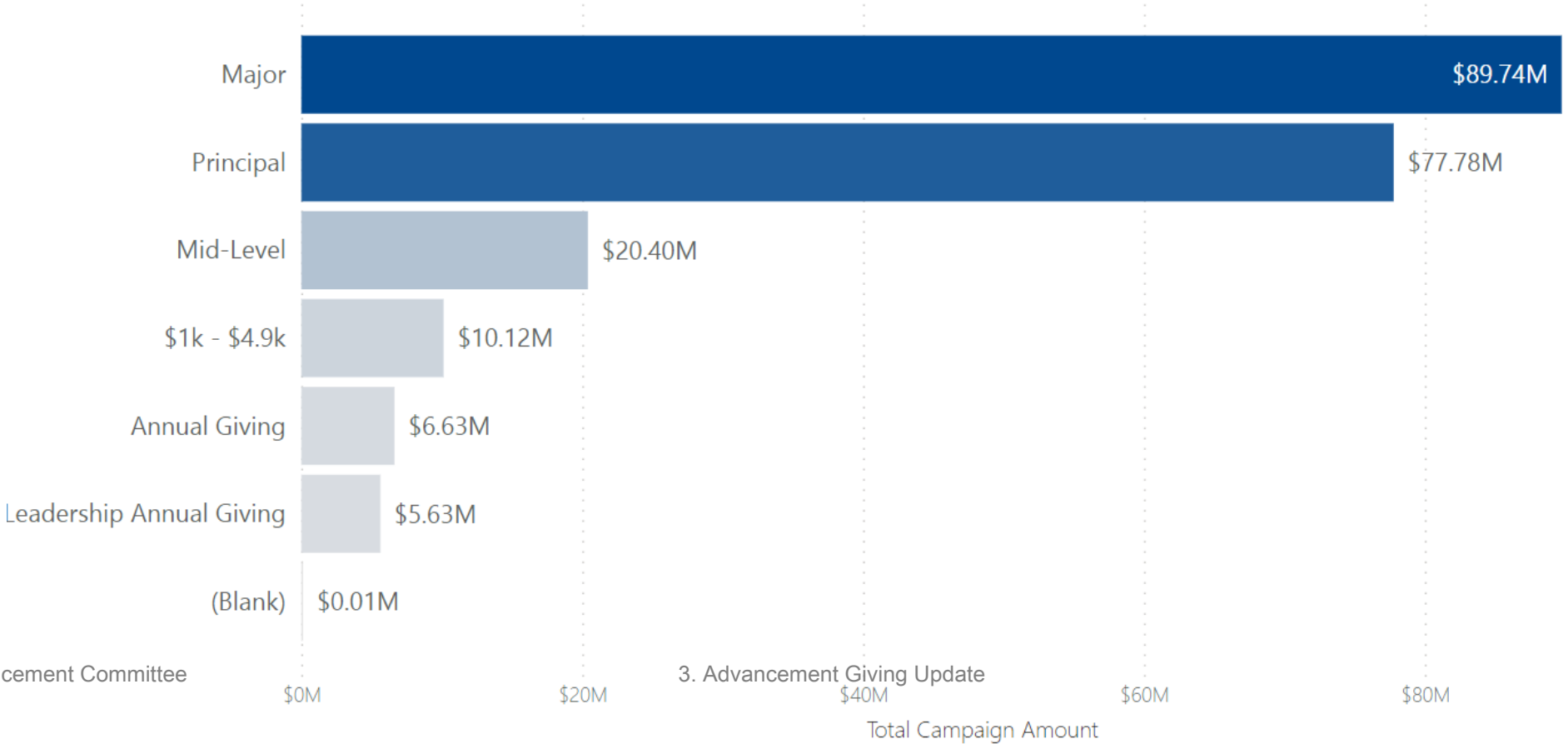


March 2024 Advancement Committee

3. Advancement Giving Update

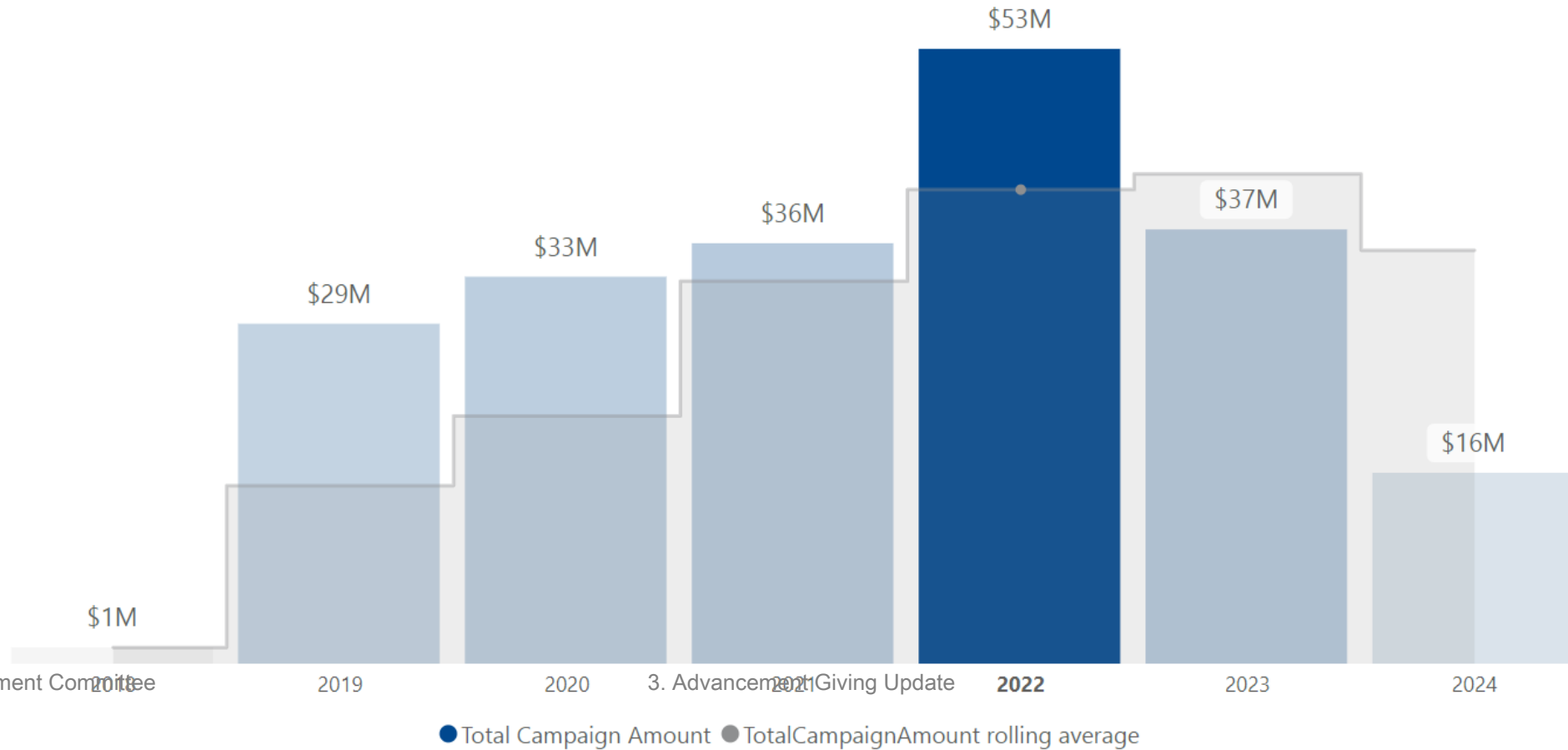
● Total Campaign Amount running total in Date 
 ● Campaign Goal

# Total Campaign Giving by Gift Level





# Contributions vs. 3-year Average



# R1 Sustainability Update & Details

Total Committed: \$21,793,310

Total Collected: \$14,598,450

## Endowment Detail:

- Chairs: 8
- Professorships: 6
- General Endowments: 6
- Faculty Fellowships: 3
- Student Support: 2

# Driven By Giving Year-Over-Year Comparison

**2021**

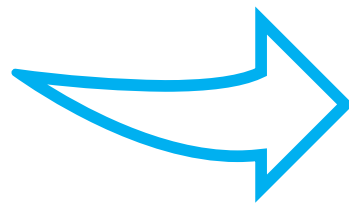
- Dollars: \$220,118
- Donors: 999

**2022**

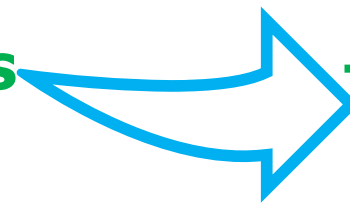
- Dollars: \$650,218
- Donors: 1,141

**2023**

- Dollars: \$1,657,072
- Donors: 1,454



**+195% in dollars**  
**+14% in donors**



**+154% in dollars**  
**+27% in donors**





## 4. Additional Business



## 5. Adjournment