

**San Francisco State University Foundation  
Development Committee Meeting**

**October 1, 2021  
Minutes**

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Members Present: Camilla Smith (Chair), Amy Chan, Dana Corvin, David Simon, Judy Marcus, Nancy Fudem, Neda Nobari, Patty Siguenza, Jeff Jackanicz

Staff: Anjali Billa

Members Absent: John Gumas, Marsha Rosenbaum

**I. Call to Order**

C. Smith called the meeting to order at 11:06 am.

**II. Fundraising Update**

J. Jackanicz and A. Billa shared last year's fiscal numbers as well as trends from the past 3 years. Further, they shared the goal for this current fiscal year and presented it as a baseline (with the intention to increase it) for the next campaign. This presentation served to in part, provide the Committee with tools to help decide Committee objectives and goals for the upcoming year. Information shared included a reference to CRMs: A. Chan and P. Siguenza offered discussion about qualitative vs. quantitative data and forecasting and identifying and responding to triggers that prompt shifting strategies in donor interactions/fundraising activities.

D. Simon offered discussion on long-time lapsed or unfulfilled cultivation of corporations and individuals (mainly in the entertainment industry) and suggested re-igniting conversations with these potential donors.

D. Corvin highlighted the importance of planned giving as part of the engine of fundraising activity (and one that's easily overlooked); planned giving should also be a significant topic vis-à-vis the Board.

Action items:

Committee members will receive a philanthropic activity report on a regular (monthly) basis.

Lapsed or unfulfilled cultivation of corporations and individuals will be assessed.

**III. Key Initiatives (Tasks) for the Committee for this FY**

J. Jackanicz and A. Billa shared a fundraising toolkit powerpoint, a toolkit word document, as well as a Board annual giving letter, all of which figured prominently in the suggested tasks for the Committee (excerpted below).

- a. Share a fundraising toolkit with the Board
- b. Provide additional structure for annual Board I Giving
- c. Board identification & cultivation of donor prospects
- d. Periodic fundraising update to the Board

The goal was to provide Committee members and, ultimately, the entire Board extensive information so they could have varied fundraising tools at their fingertips. Committee

members discussed the toolkit at length and identified key activities and initiatives in which Board members could engage to act as fundraisers for the University.

J. Jackanicz and A. Billa proposed that Committee members on their own time review the toolkit documents and the Board annual giving letter, add comments and suggestions, and that the Committee come together to review their comments and suggestions at the next meeting. The ultimate goal is to share these fundraising documents with the entire Board (at the December meeting) so as to provide *all* Board members information, tips, and strategies to fundraise for the University.

Action item:

Committee members will provide feedback on the toolkit powerpoint and Word documents and on the Board annual giving letter before the next meeting.

Convene the next Committee on Directors meeting in mid-November.

#### IV. Adjournment

**The meeting was adjourned at 12:04 pm.**

Respectfully submitted:

DocuSigned by:  
*Camila Smith*  
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11/15/2021 | 12:30 AM PST

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Camilla Smith  
Chair

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Date

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**Envelope Summary Events**

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