Purpose and Overview
George Eastman Circle Leadership Councils are comprised of volunteer leaders who actively strengthen the Circle’s presence in key regions around the country. Council members promote high-end unrestricted annual leadership giving to an identified group of the University’s closest alumni and friends and serve as outstanding alumni ambassadors, an example of the philanthropy and leadership that makes the University of Rochester “ever better”. Councils are comprised of 15-30 individuals, including a Chair and/or Co-Chairs, with ties to the University (alumni, parents, and friends), substantive leadership profiles and active GEC membership.

There are currently seven councils: Boston, Chicago, Metro New York, Philadelphia, Rochester, San Francisco, and Washington D.C. Plans for additional councils in other strategic locations are forthcoming.

Goal
To grow the number of George Eastman Circle members to XX by 2021 through growing network strategies and identifying and nominating new Council members.

Council Member Expectations

| Participate | • Participate in Council meetings twice a year to meet with peers, report on activities, and strategize network growth.  
|            | • Attend GEC Plus 1 Events twice a year with a guest who is interested in learning more about the George Eastman Circle. (Gift officer will help provide communication templates, alumni lists and other tools.) |
| Donate     | • Active George Eastman Circle Membership (five-year pledge) while filling Council term. |
| Volunteer  | • Build relationships with potential supporters and George Eastman Circle members.  
|            | o Identify and engage alumni and friends to help them become more connected to the University. Example: Provide names of classmates or community members who might be interested in becoming George Eastman Circle members.  
|            | o Leverage personal/professional networks to open doors for the purpose of supporting the University. Example: Encourage alumni and friends to attend and participate in George Eastman Circle events.  
|            | o With support from Advancement staff, solicit and acknowledge gifts from key prospects. Example: Send thank you notes. |
|            | • Willingness to host targeted events to promote the George Eastman Circle. |
|            | • Identify and nominate potential Council members and volunteers. |
|            | • Serve as an Ambassador on behalf of the University. |
**Term of Service**
Members serve a three-year term. All councils are reviewed annually at the beginning of the calendar year to review term limits, inactivity, and renewals.

**Time Commitment**
On average, Council members will spend six hours total each year on Council activities, which include attending two Council meetings (each one hour long) and two Plus 1 events (each two hours long). Additional time may be spent inviting a guest(s) to Plus 1 events. Council meetings and Plus 1 events generally occur every six months. Additional participation at local UR Campaign and GEC events is appreciated.

**Benefits**
- Members have face-to-face time and direct access to members of University Advancement Staff.
- Members obtain information from Advancement before it is made public.
- Advancement staff will communicate with members in between meetings when newsworthy information becomes available.
- Early registration or other perks for regional events.

**Impact**
- Increased giving to the University
- Members have become more engaged in their respective regional activities.

**Support and Resources**
- Regular e-mail communication from Jolie Spiers, Associate Director of George Eastman Circle Engagement and Member Relations and liaison for GEC Council members.
- Progress reporting when Council work is quantifiable, e.g. GEC memberships accrued from Plus 1 Events
- Regional Gift Officer in your region
- Plus 1 Event briefing materials and guest lists as needed

**Contact Information**
Marlies Sullivan  Jolie Spiers
Executive Director  Associate Director, GEC Engagement & Member Relations
Mobile: (585) 42-9878  Mobile: (585) 478 - 2942
marlies.sullivan@rochester.edu  jolie.spiers@rochester.edu
Materials Provided
   1. Orientation material.
   2. Committee roster and directory.

General Confidentiality Policy Statement
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