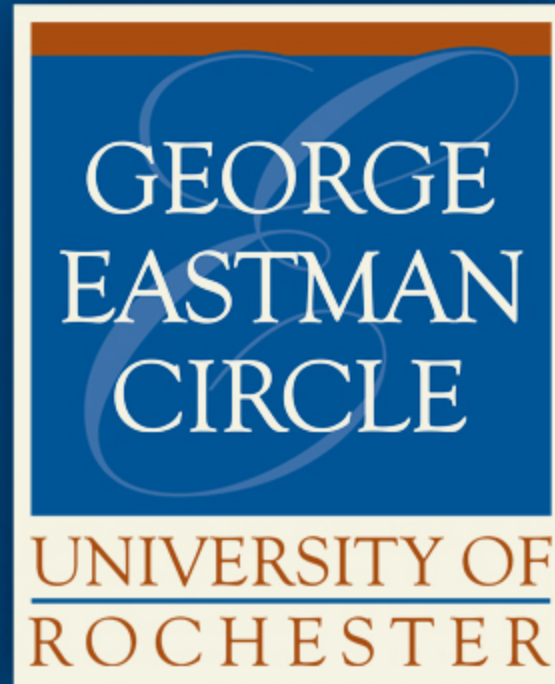




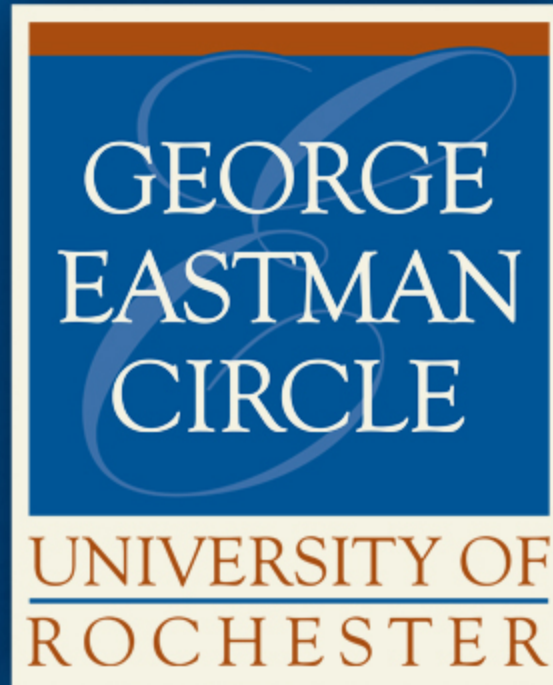
New York City Leadership Council
Meeting
September 21, 2016

Meeting Agenda

- Welcome
- Introductions
- Campaign Close Update
- George Eastman Circle Regional Overview
- Council Member Goals
- Council Member Resources
- Engagement Overview
- Roster Review
- Open Discussion



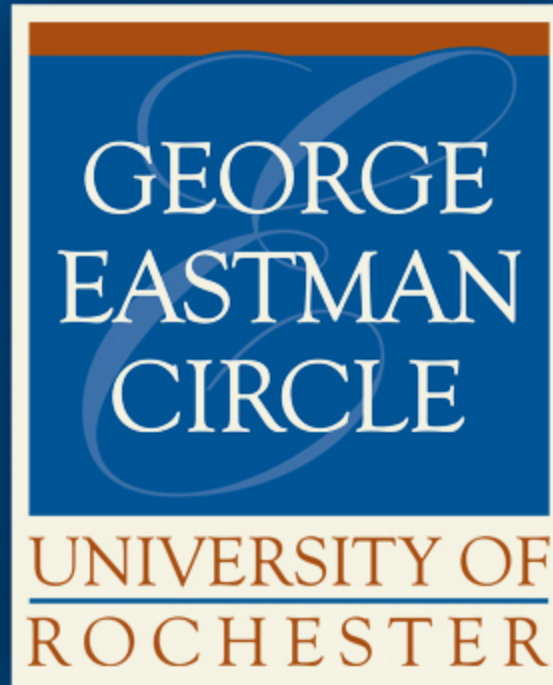
Introductions



Campaign Update

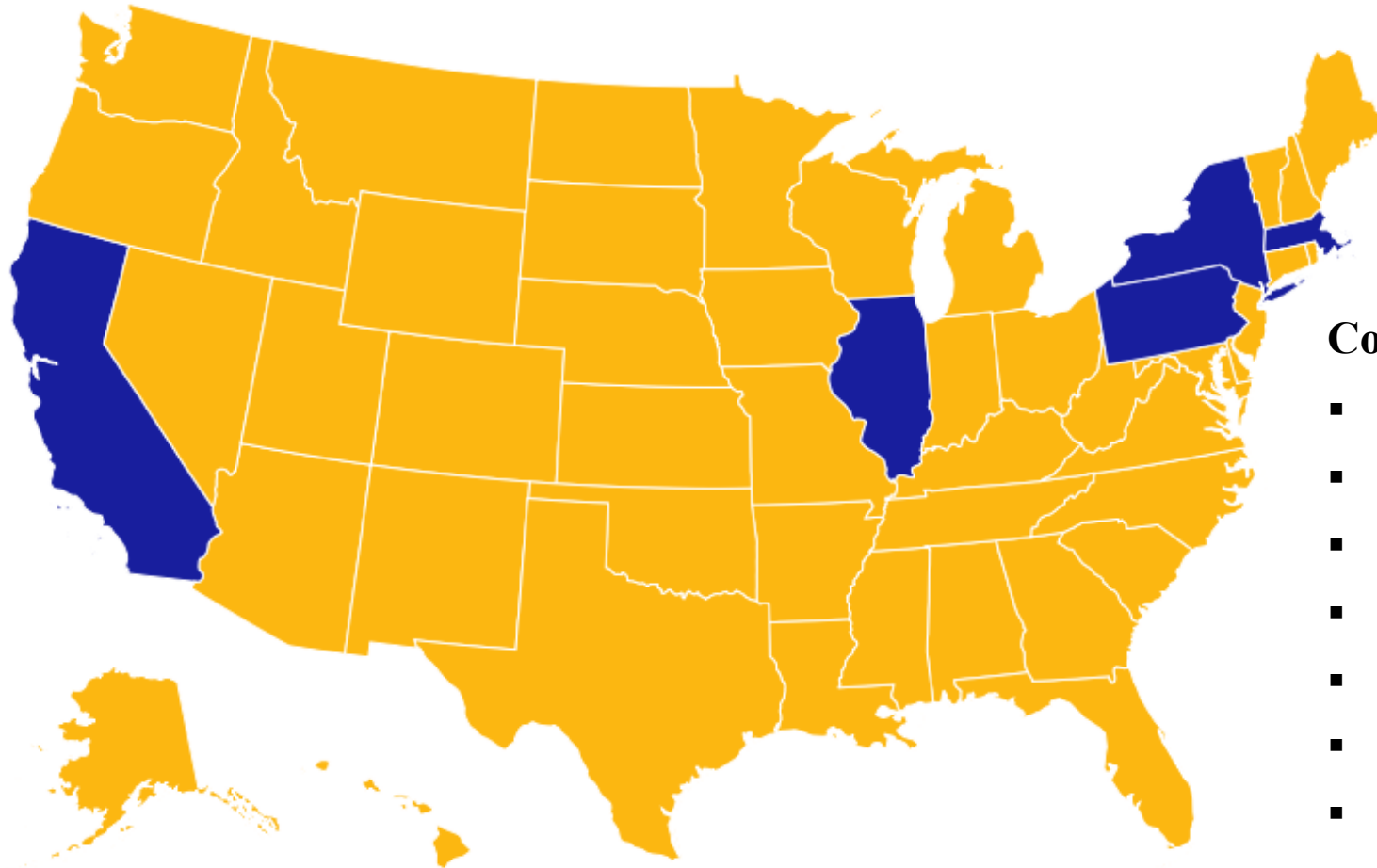
Campaign Update

- Annual Giving reached \$15M for the first time, tripling the annual fund since the start of *The Meliora Challenge* Campaign.
- George Eastman Circle reached 3,300 memberships, meeting its Campaign goal several months in advance of schedule. 268 new memberships were created in FY16.
- The undergraduate alumni participation rate increased to 22%, marking a 2% increase YOY and a 4% increase from FY14.



Council and Regional Overview

George Eastman Circle Councils



Council Locations

- Boston
- Chicago
- New York City
- Philadelphia
- Rochester
- San Francisco
- Washington D.C.

Total Number of Council Members = 105

George Eastman Circle Membership

UR General

- Campaign Goal: **3,330**
- Current George Eastman Circle membership: **3,358**

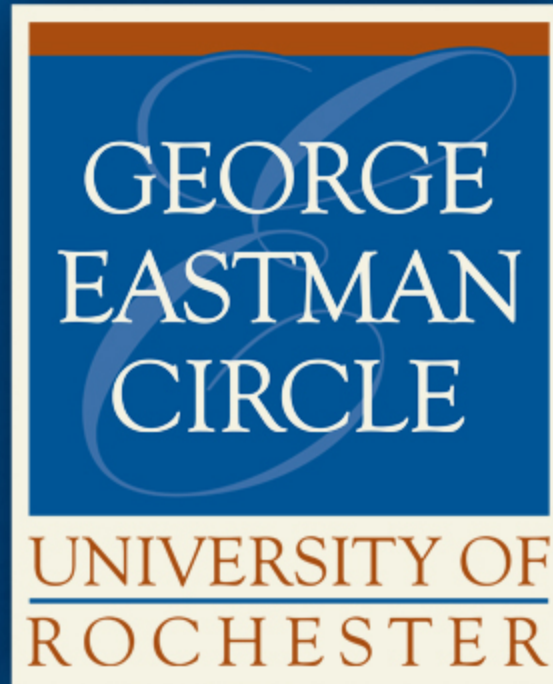
New York City

- Current George Eastman Circle membership: **700**
- George Eastman Circle Membership Goal for FY17: **720**
- Current number of renewals: **123**

George Eastman Circle Impact

George Eastman Circle Members Support the University of Rochester in a big way:

- \$74M Dollars Committed
- George Eastman Circle Members support 50 – 60% of the annual fund through unrestricted gifts
- Even those who don't renew continue to provide support through major gifts



Draft Council Goals for 2017

Draft Council Member Goals

Goals of George Eastman Circle Council Members:

- Grow membership and awareness
- Steward current members
- Reengage members whose commitments are up for renewal
- Identify new potential members
- Identify and nominate new Council members
- Identify areas of regional interest

Draft Council Member Goals

- Maintain an active George Eastman Circle Membership
- Participate in two council meetings per year
- Attend two George Eastman Circle events per year
- Build relationship with potential and current members by:
 - Engaging alumni and friends
 - Acknowledge ten local George Eastman Circle Members within your region
 - Leveraging personal/professional networks
 - Host targeted events

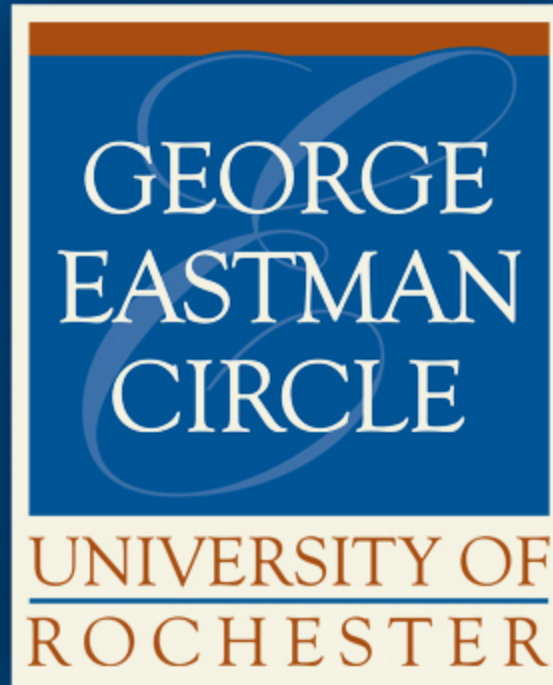
Helpful Ways to Further Engagement

- Attend!
- Host an event
- Welcome and greet guests as they arrive
- Invite your friends and follow-up
- Connect with members
- Other ideas?

Engagement Overview: New York City

Month	Engagement
July	7/19: George Eastman Circle Plus One 7/21: Co-Chair Conference Call
September	9/21: George Eastman Circle Council Meeting
October	10/26: Regional Volunteer Meeting
November	11/14: Renee Fleming Concert
December	George Eastman Circle Newsletter
January	<i>Regional Volunteer Conference*</i>
February	<i>George Eastman Circle Council Meeting*</i>
March	George Eastman Circle Newsletter
April	<i>George Eastman Circle Plus One*</i>
May	5/2: Campaign Close Celebration

*** = DATE AND TIME HAVE NOT BEEN DETERMINED**



Council Member Resources

George Eastman Circle Website

Join Us Today

GEORGE EASTMAN CIRCLE

MEMBERSHIP ▾ YOUR IMPACT ▾ NEWS & EVENTS ▾ EASTMAN'S LEGACY ▾



"The progress of the world depends almost entirely upon education."
-George Eastman

[Learn More](#)

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Welcome



Early in the 20th century, George Eastman and a core group of leaders worked together to chart the University of Rochester's future. Their vision and philanthropic support were instrumental in transforming the University of Rochester into one of the world's finest research universities.

Like an invisible thread connecting the past to the present, the George Eastman Circle links that early group of benefactors with today's leadership Annual Giving donors. By joining together, George Eastman Circle members are honoring the legacy of one of the University's greatest benefactors and have established a

NEWS & EVENTS

Fringe Fest at the Planetarium
9/17/2016
Rochester, New York

Meliora Weekend
10/6/2016

George Eastman Circle Recognition
10/24/2016
Washington, D.C.

George Eastman Circle Recognition
11/1/2016
Rochester, New York

Council Member Toolkit

Member webpage to include:

- Updated Council member job description
- George Eastman Circle fast facts
- Membership benefit overview
- Nationwide Council member directory
 - Password protected
 - Opt-in/opt-out option

Additional Resources

The screenshot shows the LinkedIn profile for the "University of Rochester George Eastman Circle" group. At the top, there's a navigation bar with the LinkedIn logo, a search bar, and various icons. Below that, the group's name "University of Rochester George Eastman Circle" is displayed with a blue logo and "406 members". A banner image features a statue of George Eastman and the group's logo. The page is divided into sections: "Discussions" (with a sub-section for "Charter Members on NPR!" featuring Jolie Spiers), "Members of this Group" (showing profile pictures of several members), and "Your group contribution level" (a progress bar showing "Getting Started"). A "LinkedIn Premium" advertisement is visible at the bottom right of the page.

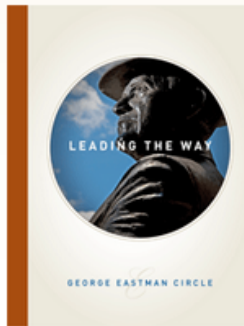
Connect with other George Eastman Circle Members across the country using the Linked In Page!



Additional Resources

READ OUR BROCHURES

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George Eastman Circle:
Philanthropic Impact



Rochester: Our Community, Our Impact



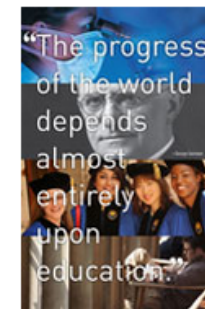
George Eastman Circle and
Your Reunion



Membership Benefits



Building a Greater Medical Center



George Eastman Circle Scholarships

MELIORA WEEKEND

OCTOBER 6 – 9, 2016



Better Than Ever

Registration is open!

[Come see about #URMW16](#)





**Joe Testani, Assistant Dean
Executive Director, Gwen M. Greene Career
and Internship Center**