

GEORGE EASTMAN CIRCLE LEADERSHIP COUNCIL

Purpose and Overview

George Eastman Circle Leadership Councils are led by volunteers who actively strengthen the Circle’s presence throughout our regional networks. Council members promote leadership annual giving to the University’s closest alumni, friends and parents, and serve as ambassadors, an example of the philanthropy and leadership that makes the University of Rochester "ever better". Councils are comprised volunteer leaders, including a Chair and/or Co-Chairs, who have active George Eastman Circle memberships.

There are currently seven Councils, located in Boston, Metro New York, Los Angeles, Philadelphia, Rochester, San Francisco, and Washington D.C. Plans for additional Councils in other national locations are forthcoming.

Goal

The goal of the George Eastman Circle Leadership Council, with support from the University of Rochester’s Advancement Office, is to grow George Eastman Circle membership and awareness in the Council’s region by stewarding current members, reengaging members whose commitments are up for renewal, identifying new potential members and identifying and nominating new Council members.

Council Member Expectations

<p>UR Visible</p>	<ul style="list-style-type: none"> • Participate in Council meetings twice a year to meet with peers, report on activities, and strategize network growth. • Attend George Eastman Circle focused events three to four times a year. When appropriate, invite a guest who is interested in learning more about the George Eastman Circle. (Advancement liaison will help provide communication templates, alumni lists and other tools.) <ul style="list-style-type: none"> ○ With support from Advancement staff, encourage event participation by contacting 5 event invitees as a follow-up to general engagement communication.
<p>UR Giving</p>	<ul style="list-style-type: none"> • Maintain active George Eastman Circle Membership (five-year pledge) while filling Council term.
<p>UR Helping</p>	<ul style="list-style-type: none"> • Build relationships with potential supporters and George Eastman Circle members. <ul style="list-style-type: none"> ○ Identify and engage alumni and friends to help them become more connected to the University. Example: <i>Provide names of classmates or community members who might be interested in becoming George Eastman Circle members.</i> ○ Leverage personal/professional networks to open doors for the purpose of supporting the University. Example: <i>Encourage alumni and friends to attend and participate in George Eastman Circle events.</i> ○ With support from Advancement staff, acknowledge ten local George Eastman Circle members within your region and thank them for their support of the University of Rochester.

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	<ul style="list-style-type: none">○ With support from Advancement staff, renew two George Eastman Circle members within your region.● Willingness to host targeted events to promote the George Eastman Circle.● Identify and nominate potential Council members and volunteers.● Serve as an Ambassador of the University of Rochester:<ul style="list-style-type: none">○ Promote the George Eastman Circle at relevant alumni gatherings, business and social meetings.○ Consider being featured in potential marketing materials or testimonials.○ Promote the University's priorities, programs and events within region.○ Make a case for support for the school/unit that resonates with your constituents.
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Term of Service

Members serve a three-year term with the option to renew if mutually agreed upon by the volunteer and staff member. All councils are audited annually at the beginning of the calendar year to review term limits, inactivity, and renewals.

Time Commitment

On average, Council members will spend 10-15 hours total each year on Council activities, which include attending two Council meetings (each one hour long) and two George Eastman Circle focused events (each two hours long). The additional time will be spent acknowledging current members, recruiting new members and assisting with renewals when appropriate. Council meetings and events generally occur every six months. Additional participation at local University and George Eastman Circle events is appreciated.

Benefits

- Council members have regular meetings and direct access to University Advancement Staff.
- Members obtain information from Advancement before it is made public.
- Advancement staff will communicate with Council as newsworthy information becomes available.
- Early registration or other perks for regional events.

Impact

- Increased Leadership Annual Giving to the University, a critical component of the annual funds which support initiatives ranging from student scholarship to medical research.
- Greater alumni engagement and stronger regional networks created as the George Eastman Circle grows.

Support and Resources

- Regular e-mail communication from Erin Bory, Senior Associate Director of George Eastman Circle and Jenny Gibson, Associate Director of George Eastman Circle.
- Progress reporting when Council work is quantifiable.
- Regional Gift Officer in your region.
- Online tool kit.

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General Confidentiality Policy Statement

Constituent information managed by or accessed on behalf of UR Advancement is confidential and is to be used only for the legitimate business and stated mission of the University of Rochester in the course of work assignments for the University. The sale or transfer of the information by the volunteer is strictly prohibited.