

Meeting Notes and Prepared Remarks from Billy Kelly

1. Creating "Recruitment Coordinators" paid off, we have a great pipeline of high school rugby players who are now interested in attending SBU. Let's take that same focus and create "Fund Raising Coordinators". In theory, we should all be fund raising coordinators but if we have a concentrated group (4-6 people) who are organizing events, we can take ownership and be held accountable. This is not an easy task and it doesn't have to be permanent- next year we can name a different group to coordinate these efforts. Ideas we discussed (but are not limited to):
 - Increased participation in automatic bank deductions. We started the meeting with 3 members participating and we left the meeting with 7 participating. Our goal is to have 100% participation from our board regardless of the size of the donation you are making.
 - Reach out to every class mate and ask them to participate.
 - Hire sponsors for the golf outing. Looking for each of us to get at least 5 hole sponsors or general donors to the scholarship.
 - "Rob Peraza Night Out". Coordinators in various cities (Cleveland, Buffalo, Rochester, NYC, Boston, Chicago) get people to go out to a bar on the same night, celebrate Rob's life and raise money for the scholarship. Does not have to be a rugby specific event.
 - Focus: Increase Alumni participation in the scholarship. Participation is weak (see Mr. Peraza's stats on the number of donors). Email does not work. Maybe we pick a week that we reach out to everyone and solicit. I would be willing to match what ever my class of '95 give. Know of anyone else who would be willing to do the same?
 - Organize telephone campaign. SBU will help provide list.
2. Create an SBURFC Alumni Board Charter and Mission Statement. Paul Fordiani's idea, not sure if he wants to do it alone. (PF is working with the Perazas)
3. Create an updated alumni database
 - BK will send out a list that he has- it is outdated and has to be refreshed.
 - We need volunteers to split up the list and cross reference the names with the SBU directory.
 - We also need for everyone to look at the list and fill in the missing names.
4. Career Guidance, internships and job placement for the undergraduates. We kind of left this open and never formed up an action plan...here are ideas to consider. We need volunteers (2-3) to take this over and form a plan.
 - Matt Fernandes stepped up but he can not do this alone.
 - Include "business type" (i.e.: Finance, IT, Education, Medical field) in the updated directory and make it available to undergraduates.
 - Allow undergraduates to post their resume on the alumni website with a cover letter.

Meeting Notes Provided by Mr. Peraza

In attendance:

Matt Fernandez, Jeff Nogaj, Bob Owens, Phil Tozzi, Gabriel Martinez, Andy McElwee, John Mudano, Kevin Vallis, Clarence Picard, Bob Sims, Paul Fordiani, Mark Fitzgerald, Mike Wyse, Kathleen Ryan (SBU), Janet Glogouski (SBU), Billy Kelly, Suzanne Peraza, Bob Peraza.

Notes:

Kelly opened the meeting by thanking all for attending.

Kelly Billy asked **Janet Glogouski** to give an update on the scholarship. She mentioned that Kathleen Ryan also present was going to help her out with the Gringo Open and with the Alumni weekend. On

the Gringo Open, she has 3 golfers and 8 hole sponsors. Several comments were made that many more are coming very soon.

Glogouski also cautioned that it has taken 6 years (2002 on) to raise \$160,000.00 and that a full scholarship now requires \$600,000.00. After a few more years that number will be higher too; she said she will bring the new number to the Board. She mentioned the need to bring non-ruggers as donors. She mentioned that 2009 will be Rob's 15 anniversary of graduation and the last year of St. Bonaventure's 150th year anniversary. Perhaps something special can be done.

She brought a chart showing who had donated monies to Rob's scholarship in ranges of dollars:

\$ 1.00	- \$	99.00	273 donors
\$ 100.00	- \$	499.00	178 donors
\$ 500.00	- \$	999.00	24 donors
\$1,000.00	- \$	4,999.00	17 donors
\$5,000.00	- \$	10,000.00	4 donors
			496 donors

She mentioned that quite a few had not donated since 2005. She said to think about non rugby players for the future.

Her chart also shows when the donor gave last (by year). Her are the numbers:

Last year giving	Number of donors
'01	81
'02	61
'03	63
'04	61
'05	34
'06	62
'07	127
'08	7
496	

41% last gave in '01, '02 and '03 and likely will not give again. 40% gave last in '06, '07 and '08 and will likely give again.

Comments made:

- **Kelly** mentioned that many e-mails had been sent during the last 8-9 months about the \$25.00/month plan but that the Board had not responded. He urged Board members to step up to the plate and join the program. Several Board members took the Scholarship donation form and returned it to Billy completed. He mentioned that being on the Board entailed responsibilities and he urged all to make sure they wanted to continue on the Board.
- **Kelly** will report on progress on new sign-ups to the \$25.00/program at the Gringo Open.
- **Mr. Peraza** presented a table showing that we need to raise \$340,000.00 over 6 years to achieve the goal of \$500, 000.00 for a full scholarship. Now that he is aware that the need is for \$760,000.00 plus, he suggests that we need a 10 year program to raise at least \$600,000.00 (\$760,000.00 minus \$160,000.00 on hand) over the next 10 years. When Ms. Glogouski gives us the new figures, he will revisit the table.
- **He believes that we can achieve this goal by recruiting 700 new donors of \$25.00 per month for one year (over a 10 year period).** He will prepare a new table when the information from Ms. Glogouski is received.
- Future income to come from: donations from \$25.00/month program, growth of money in the plan (7% per year), Gringo Open, Corporate match programs, Corporate donations and Alumni weekend.

He believes that we have to settle down on a plan of action: a) letter to ruggers followed up with a phone call or b) phone calls to ruggers with follow up.

- Need to update the phone list of ruggers.
- **Mr. Peraza** mentioned that he and Mrs. Peraza had visited with Sister Margaret this morning and that she was very aware and supportive of our efforts. She knows Craig and is very supportive of him.
- **Kelly** mentioned that the Rugby team is in great shape and again thanked Clarence for all his efforts.
- **Sims** mentioned that there was a need for several sub-committees to be formed:
 - Recruiting,
 - Scholarship fundraising,
 - Club operations

Kelly added that a sub-committee on career guidance/job opportunities is also needed. Several comments were made about the need to fill these sub-committees.

- **Fordiani** mentioned that we needed a charter, mission statement and job definitions. Several comments were made on that need. He also mentioned that we need to advertise our successes more.
- Comments were made as to how raise funds from our home towns. A night out with friends and another golf outing were suggested.
- It was reminded to all that **Fordiani** is in charge of the Web site (www.bonaoldboys.org)
- There was question about St. Bonaventure's web site (www.sbu.edu). It has an alumni tab where, we are told, you can search for old friends and, if they have info. on them, they will tell you.
- Comments were made on the need of fundraising coordinators per alumni year. **Fernandes** mentioned that he was wiling to take several recent years.
- **Mr. Peraza** mentioned that Procter & Gamble, the company he retired from, has a 2:1 matching program for scholarships like this one. He submitted forms for his past requests and the scholarship will receive around \$1,800.00 this year based on his donations.
- **Glogouski** mentioned that the scholarship form should be modified to include information about matching gift programs from companies. She volunteered to provide the proper information for the form.

Action Items:

- 1) Glogouski to give us new donors for full scholarship within a 10 year period.
- 2) Board to be 100% behind the \$25.00/month plan by their donations.
- 3) Mr. Peraza to update chart showing how to achieve the full scholarship monies that are needed.
- 4) How do we proceed: a) letter to ruggers with a follow up phone call or b) phone call to ruggers with follow up. How do we reach out no non ruggers and families of ruggers?
- 5) Update the phone list of ruggers.
- 6) Form/recruit for sub-committees:
 - Recruiting,
 - Scholarship fundraising
 - Club operations,
 - Career guidance/job opportunities
- 7) Need for a charter, mission statement and job definitions. (Fordiani)
- 8) Appoint fundraising coordinators per alumni year.

Notes submitted by Bob Peraza