

Meeting:

- Intro...
 - First attempt of a WebEx Chapter Leader Call
 - let us know what you think of this new format
 - Day of the Badger (DOTB) news caused a shift in meeting time
 - Following a date change DOTB was called off
- DOTB News
 - Deans Council meet last week and decided not to move forward with DOTB
 - Heavy discussion on campus, difficult decision
 - DOTB shifted numerous times and leaders worked hard to try to make it successful despite current circumstances
 - All future fundraising campaigns moving forward are under review
 - Campus is reviewing moving forward with some items being put on hold
- Chapter Solicitation News
 - Putting together a solicitation for chapters who have an active scholarship program
 - Working with marketing to combine a lot of digital pieces
 - Student testimonials
 - There has been a drastic impact on fundraising due to the current situation
 - Campus fundraising is at a halt
 - Chapter scholarship fundraising is at a halt
 - Campus fundraising review applies here too
 - We are hopeful we can still move forward with the solicitation
- Questions
 - 2021 DOTB?
 - We are well positioned to utilize what we had planned for this year and strengthen it to implement next DOTB
 - Solicitation?
 - Will have a focused audience who have a higher affinity score
 - More engaged with the chapter specifically
 - Targeted in order to be more successful
 - Highlighting Chapter Scholarships
 - Telling the stories of scholarship recipients
 - Putting a scholarship stewardship page in action
 - Build it into our new webpage
 - Looking at Heart of Illinois on uwalumi.com
 - How can you implement similar stewardship...
 - Boost to fundraising
 - Where are they now?
 - Scholarship success stories reinforce giving
- Student Welcome Event
 - Focus on one single virtual student welcome event
 - Sunday, August 16th 6pm CT
 - Most events last year were on Sunday
 - Timing is to accommodate an international audience
 - Form available on chapter leader page, uwalumni.com/chapterleader
 - Form is to opt-in to Student Welcome event
 - Also provides room for desired yard sign count

- Student list are available
 - Ask for permission before putting up a yardsign
 - To opt-in to SOAR meetup events
 - SOAR Meetup Mondays
 - Q & A Panel event
 - Opportunity for chapter leaders to be involved
- Virtual Events
 - Sending out an event survey to gather more information on chapters virtual presence
 - A virtual event toolkit/example list will be created from the information
 - Going through the successes of online chapter events
- BLC Update
 - BLC will be an online event, too many uncertainties right now
 - Survey for an online BLC will be shared out soon
 - Possible way to open the door to people who have not been able to travel in the past
- Platforms
 - WAA is assessing possible platforms for event use
 - Event submission form will be changed to reflect a platform as opposed to a location while the pandemic continues
 - Working with registration for these online events
 - Chapter reps are happy to join in our host your events/meetings