Today’s Agenda

• Welcome
• New Hires
• Show and Tell: Giving Blueday
• Show and Tell: Michigan Photography
• Featured Event: An Interview with President Schlissel
UPDATES
UPDATES: Congratulations to...

Shannon Beeman  
Marketing and Communications Manager  
Zell Lurie Institute for Entrepreneurial Studies

Chris Boyes  
Videographer and Broadcast Media Specialist  
School of Music, Theatre & Dance

Victoria Galanos  
Development Events Specialist  
School of Social Work

Danielle Hicks  
Marketing & Outreach Assistant  
College of Engineering

Adam Skoczylas  
Program Manager  
Center for Educational Outreach

Alexa Snyder  
Event Coordinator  
College of Literature, Sciences, and the Arts

Diane Tochman  
Account Manager  
Michigan Creative
Diversity, Equity & Inclusion Update

• **Diversity Working Group**
  - Increased focused on both student and staff engagement
  - Connect with the planning lead in your school, college or unit
  - Campus-wide engagement activities, including events and online

• **Communication MBox:** [umich.box.com/DEI2016](umich.box.com/DEI2016)
  - Planning process FAQ & timeline
  - President Schlissel’s charge to U-M community
  - Be Heard campaign templates & FAQ

• **Strategic Plan:** [diversity.umich.edu/strategic-plan](diversity.umich.edu/strategic-plan)

• **Contact:** Amy Bunch ([amybunch@umich.edu](mailto:amybunch@umich.edu))
SHOW & TELL

Linda Douglas, Senior Director, Marketing & Annual Giving
How can we...
LEVERAGE EMERGING ONLINE CHANNELS
How can we...
ENGAGE STUDENTS IN PHILANTHROPY
How can we...
AMPLIFY CAMPAIGN MOMENTUM
How can we...
GROW DONOR PIPELINE

GIVING BLUEDAY
It’s a great day to be a victor.

#givingblueday | givingblueday.org
IN JUST 24 HOURS
6,927
PEOPLE GENEROUSLY DONATED
$4,361,327
GIVING BLUE DAY

12.01.15

#givingblueday

Make a Gift
Make a gift this Giving Blue Day in support of your favorite Health System fund or participating group.

Spread the word
Help spread the word about #GivingBlueDay. We've made it easy for you with pre-populated posts and tweets!

Hourly Challenge
Participate in one of Giving Blue Day's hourly challenges. Check back on December 1 to see the challenges.

What will you turn blue?

Consider helping one or more of these participating Health System groups meet their Giving Blue Day goals.
LSA
Museum of Natural History
It’s GivingBlueDay and we’re celebrating with a life-size Stephen Ross cardboard cutout! Stop by the Winter Garden for your chance to snap a pic or visit the link in our profile to give to your favorite cause today. Every gift matters and every gift can make an impact! #goblue #michiganross
It’s a great day to be a victor for dentistry.
“Intramural Sports provides a healthy outlet for over 10,000 U-M students. Your donation can help make our programs better and impact the lives of many students. Thanks for your support!” - Becca
Dr. Mark Schlissel
@DMarkSchlissel

I made a gift to support #GivingBlueday, have you? Learn more about the different areas of @UMich in need of support
ldrsnb.st/UMGivingBlueday
Dhani Jones
@DhaniJones

Let's show the world why we're the
@LeadersandBest! Today is
#GivingBlueday!
ldrnsb.st/UMGivingBlueday

RETWEETS 2 LIKES 5

9:57 AM - 1 Dec 2015

Reply to @DhaniJones @LeadersandBest

Detroit Trends
#GivingTuesday #WorldAIDSDay #BreakUpInWords #CyberMonday #LHHRReunion #Browns #Kobe #Rosa Parks #Scott Frost #ITS DECEMBER

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Make a difference in the lives of C.S. Mott children like Faith #GivingBlueday bit.ly/1QPKRgl please RT
Key Lessons Learned

All of us working together can multiply the impact for U-M:

• A university-wide task force partnered to steer the direction
• The task force set goals and mutually determined priorities
• As a community, we shared a comprehensive easy-to-use marketing toolkit and…
• Magnified our voice with consistent branding along with unit-specific messaging
• Helped to transform lives, shape the world, and make great things happen
The day has passed, but the impact of these gifts is just beginning.
SHOW & TELL

Roger Hart, Director, Michigan Photography
40 FREE IMAGES

BECAUSE WORDS ALONE CAN’T DESCRIBE MICHIGAN
Free is GOOD!

So far, more than **80** clients have download more than **1,600** images.

Look for another batch of photos this spring...
...Speaking of this spring. We will bring you a message about our global communication work.
FEATURED EVENT
An Interview with President Schlissel

With Lisa Rudgers,
Vice President for Global Communications & Strategic Initiatives
Next Communicators’ Forum

Thursday, March 24, 2016

Robertson Auditorium, Ross School of Business
THANK YOU

You can go back to work now :)

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