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2023 Board of Directors Agenda and Materials

Board of Directors Agenda and Materials

5-11-2023

Advancement & Communications Committee Meeting - Open Session Packet 05/11/2023

UC Hastings Board of Directors

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Advancement & Communications Committee Meeting

University of California College of the Law, San Francisco
333 Golden Gate, San Francisco, CA 94102, 501 Deb Colloquium Rm.
May 11, 2023 9:00 AM - 10:15 AM PDT

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Advancement and Communications Committee Meeting Minutes

University of California College of the Law, San Francisco
February 9, 2023

200 McAllister St., 2nd floor – ARC, San Francisco, CA 94102. Participants and members of the public were also able to join the open session via the web link or dial-in numbers listed in the public notice of this meeting linked here: <https://www.uchastings.edu/our-story/board-of-directors/board-meeting-notice-agendas-and-materials/>

1. Roll Call

The Chair called the meeting to order at 9:03 a.m., and the Secretary called the roll.

Committee Members Present

Director Shashi Deb, Chair
Director Courtney Power
Director Andrew Houston
Director Mary Noel Pepys
Director Chip Robertson

Committee Members Absent

Director Andrew Giacomini

Other Directors Present

Director Simona Agnolucci (joined at 9:23 a.m.)

Staff Participating

Chancellor & Dean David Faigman
Chief Operating Officer Rhiannon Bailard
General Counsel & Secretary John DiPaolo
Chief Development Officer Eric Dumbleton
Legal & Executive Assistant Yleana Escalante
Assistant Chancellor & Dean/Chief of Staff to the Chancellor & Dean Jenny Kwon
Chief Communications Officer Elizabeth Moore
Provost & Academic Dean Morris Ratner
Executive Director, UC Law San Francisco Alumni Association Meredith Jaggard
Chief Financial Officer David Seward
Deputy General Counsel Laura Wilson-Youngblood

2. Public Comment Period

The Chair invited public comment. No member of the public offered comment.

*3. Approval of Prior Meeting Minutes

Motion:

The Chair called for a motion to approve the minutes of the November 17, 2022 meeting.

Motion made and motion seconded. The motion carried.

Chair Deb introduced the meeting agenda, which will include Ms. Moore's communications update on marketing and branding efforts in light of the College's new name and withdrawal from US News reporting. Mr. Dumbleton will cover themes of increasing alumni engagement and three initiatives to be led by the Alumni and Foundation boards. Chair Deb thanked both Ms. Jaggard and Mr. Dumbleton for taking the time to meet with her. She appreciated meeting with the whole Development team and seeing how cohesive it is.

*4. Approval of New Name and Branding of the Foundation Board of Trustees

Mr. Dumbleton informed the Committee that the UC Hastings Foundation board voted unanimously to approve a new name for itself to align with the College's new name. The Foundation board voted to approve a name change to: "UC Law SF Foundation." Ms. Wilson-Youngblood added that the Operating Agreement between the Foundation and the College provides that the Foundation may develop its own branding and identity subject to the approval of the College, acting through the Board of Directors, which is why this item is presented as an action item at this meeting.

Motion:

The Chair called for a motion to recommend that the Board approve the UC Hastings Foundation's name change to the UC Law SF Foundation.

Motion made and motion seconded. The motion carried.

5. Report of Chief Communications Officer Liz Moore

Ms. Moore presented on rebranding efforts. This is a significant project that will continue over the next six months. There will be a new website director who will report to Ms. Moore and to Associate Dean for Library & Technology Camilla Tubbs. She presented new seal marks, stationery and business cards which maintain the blue and gold color scheme affiliated with UC. Some of the new marks are branded "spirit marks", to be used for College swag in the new online store. Her team is updating FAQs periodically on the College's website. The College got professional new designs for stationery and business cards, with a blue and white or blue and gold option.

Communications is also working to publicize the new name in media to reinforce the College's national reputation. The Career Development Office has been sending out emails to law firms that hire UC Law SF students to make sure they know about the new name. The College is hiring a media team for a national push of the new name's rollout to make sure that lawyers, judges, students, and others know about the new name in connection with the College's established reputation. Ms. Moore is hoping to repurpose banners across the City with new banners with the new name. Rollout will include a video message and events on campus with swag to excite our own community. She is working with Dean Ratner to take advantage of connections with US News voters since they will still be rating the College even though it is not participating in US News reporting. Communications is also doing web stories about the College's excellence and sending them out in press release blitzes. Additionally, Communications is sending targeted emails to health law professors and tax law professors to showcase excellence at the College in those fields. Communications is also launching a video series for faculty that it will announce at the faculty meeting tomorrow. Further initiatives include updating the College's homepage to showcase value propositions, sharing information about faculty in the news every day on social media, showcasing faculty accomplishments in social media, and inviting student leaders on campus to have a profile on the College's website. Ms. Moore works closely with advancement on showcasing alumni. She invited questions and encouraged outreach from the committee. Director Pepys responded that this was a great presentation, and she is doing a wonderful job. Director Robertson suggested that in rebranding and marketing, the College should make a concerted effort in Sacramento with a targeted package for people who interact with the College. Ms. Moore said that is a great idea, and she will work with the Dean's office on that. Director Agnolucci suggested identifying people who have not donated or been engaged with the College for profiles of alumni in order to bring them closer into the fold, which Ms. Moore will pursue.

6. Board Initiatives Update

Mr. Dumbleton informed the Committee that he will be giving an update on progress on two key initiatives in the Development office. The first is the Foundation board class agent initiative. One of the Foundation committee co-chairs will be at the March 2 Board meeting to present more fully on this initiative. The response to an initial presentation at the Foundation board meeting was very positive. The initiative involves enlisting a minimum of 10 Foundation board members to then enlist three to five class agents. There are 49 Foundation board members total, so Mr. Dumbleton is hoping for even more than 10 participants. This would lead to 30 to 50 classes that the Development office could focus on for fundraising. The initiative will be driven by existing relationships and people in each class who are already engaged with the school, especially philanthropically, but also looks to tap into under-engaged classes. The target launch is July 1, 2023. Director Power asked what Mr. Dumbleton is hearing about the name change. He responded that he has received either no feedback or positive feedback; negative voices came out early but were few and have quieted down. Dean

Faigman noted a similar experience with his conversations. People are separating the name issue with support of the College. Director Agnolucci asked why the College does not have a database of alumni that it can readily access, because that presents an impediment to reaching out to classmates. Mr. Dumbleton said that all Board members should have received login credentials to access the College's new online alumni database on Graduway. Some information like giving history is not available, but the platform allows access to contact information. Director Agnolucci noted limitations on it based on the fact that the directory is opt-in. Mr. Dumbleton responded that the College can continue to explore other options.

Mr. Dumbleton said that the recent Alumni Association Board of Governors meeting was also very positive. That board is aiming to put together a task force and/or ad hoc committee of individuals who will have the primary role of gathering information from the College's alumni database and conducting individual outreach by phone and email focusing on lapsed donors. The target committee size is eight, and there are currently three confirmed members. He is considering a structure where each committee member reaches out to 30 to 50 targeted alumni with specific questions to gather the information needed. The focus will be on donors who have given in the past five years, but not in the last two to three years. The College needs to understand why they gave before but not now. Hopefully this data will help Development make decisions on approaches to activate and retain donors. Director Pepys emphasized the importance of following up annually with people who have previously given, and Chair Deb agreed. Mr. Dumbleton said that he is hiring a Director of Stewardship and Donor Relations to assist with this.

7. Comprehensive Campaign Update

Mr. Dumbleton informed the Committee that Dean Faigman and Robin Drysdale secured a \$250,000 commitment leading up to the Foundation and Alumni Association board meetings last weekend. He said that the College has a robust pipeline that gives good reason to be optimistic about the coming years. The campaign cabinet will consist of 10 to 14 people, with eight members confirmed so far. There will be a kick-off meeting between mid-March and mid-April. Since July 1, 2021, when counting began on campaign funds raised, the College has received just shy of \$11 million. The College needs to raise at least \$60 million total during the quiet phase, and the overall goal is \$100 million. Fall 2025 is the target for public launch, with continued campaign fundraising thereafter wrapping up in June 2027. Mr. Dumbleton thanked everyone for their feedback and questions and handed the presentation over to Ms. Jaggard.

8. Alumni Engagement Update

Ms. Jaggard presented on three initiatives. She said that Spring Week will be from April 10 to 15 and that tickets are selling well. There will be a Giants vs. Dodgers event on Wednesday April 12. Spring Week will also include tours of the 198 McAllister building, a City Hall event on Friday April 14, and a reunion jazz brunch April 15.

The College has launched an online directory through Graduway, with over 500 users right now. Development will continue to market this at every event and is getting a lot of great feedback.

The College also launched a new online store. Ms. Jaggard is getting great feedback and the store is selling lots of merchandise. New merchandise is added every week.

8. Adjournment

The Chair adjourned the meeting at 9:54 a.m.

Respectfully submitted,

Laura M. Wilson-Youngblood, Deputy General Counsel

Communications Update May 2023

UC Law SF Communications Dept.



School Year Wrap Up - Successes

- New Web and Social Media Director
- Marketing push on content
- Wins with
 - Student leader profiles
 - Outstanding grads
 - Spring Week campaign
- National Reputation Campaign
 - Faculty Attention – video shoot
 - Email blasts

New Website home page and social media approach



Live posting on Instagram at events

Capitalizing on Pet Day, other national events

Fall photographer to capture student events

More uniform visual/branding for new name

How a 1,000-unit ‘academic village’ could transform S.F.’s Tenderloin



J.K. Dineen

April 3, 2023 | Updated: April 3, 2023 9:47 p.m.

Gift this article



UC College of the Law San Francisco's Academe at 198, a 14-story, 656-unit student housing complex at 198 McAllister St., undergoes construction. It is part of a multiphase, multi-institution student-housing project to create an “academic village.”
Juliana Yamada/The Chronicle

Increased Social Media Reach

Highlights from Twitter, Facebook and Instagram that show our social media reach is increasing because of the improvements we've made to our content on different platforms.


Our tweets were cited like press releases in the SFist article on The Academe at 198 because we posted within 24 hours of the reports from SFChronicle and CHRON4.

"This particular building is 656 units of housing as well as three levels of academic space, classrooms, large auditorium, community-serving retail," UC Law SF CFO David Seward told KRON4.

Now the law school is changing the Tenderloin in another way, as KRON4 reports they'll be bringing a **\$229 million, 656-unit graduate student housing complex** to the neighborhood. The complex, which has been under construction for a couple of years, will be called **Academe 198**, a reference to its 198 McAllister Street address, which was formerly classrooms.



Facebook post of David Seward’s interview reached over 2,000 accounts. On average our posts reach ~300 people



Learn how UC Law SF's new building - The Academe at 198 - is transforming housing and the community in the Tenderloin neighborhood of San Francisco. Watch here:

Tue, Apr 4

Post Impressions ⓘ

2,212

Real time Instagram stories are increasing engagement and followers. Impressions grew 35% and engagement grew 8.3% compared to the months before March.



Audience Metrics	Totals	% Change
Total Audience	9,700	↗0.5%
Total Net Audience Growth	45	↗2,350%
Instagram Net Follower Growth	45	↗2,350%

Impressions

393,134 ↗35%

Engagements

3,459 ↗8.3%



Marketing: Publishing stories that help the law school

[Law Students Welcome to Take Summer Classes at UC Law San Francisco | UC Law | San Francisco \(uchastings.edu\)](#)

[Unleash UC Law SF's Potential on Giving Day, April 13 | UC Law | San Francisco \(uchastings.edu\)](#)

[UC Law SF Highlights Value of MSL Program at National Conference | UC Law | San Francisco \(uchastings.edu\)](#)

[Vibrant San Diego Alumni Chapter Welcomes New Members](#)



Content that promotes Engagement

Introducing our Student Leaders:

[Meet Haiti Justice Partnership Co-Chair Peter Habib '23 | UC Law | San Francisco \(uchastings.edu\)](#)



[Meet Constitutional Law Quarterly Journal Co-Executive Editor Zahra Parekh | UC Law | San Francisco \(uchastings.edu\)](#)



[Meet OUTlaw Co-Presidents Olivia Lassa '24 and Nicholas Medellin '24 | UC Law | San Francisco \(uchastings.edu\)](#)



Renaming Efforts: New Banner Designs for the City

:





UC Law SAN FRANCISCO

International Grant Projects at UC Law SF Impact the Globe

From helping develop curriculum for law schools in Africa to promoting sustainable fishing in the Pacific islands, UC Law San Francisco has been awarded multiple grants for projects that impact the globe.

These projects facilitate lasting exchanges with foreign law schools, institutions, and intergovernmental organizations. They are managed by the International Development Law Center at UC Law SF, which launched in 2022.

"It's a privilege to be involved in this many international development projects, and we are fortunate at UC Law SF to have a dedicated center focused on this work," said Morris Ratner, provost and academic dean of UC Law SF.

Based in San Francisco with more than 1,000 law students, UC Law SF is home to 16 flagship centers dedicated to the interdisciplinary study and practice of law, including the International Development Law Center.

Projects coordinated by the center provide unique opportunities for law students, faculty members, alumni, and affiliated experts to use their legal skills and expertise to tackle global problems.

Fisheries Management

As part of a project to develop effective legislation for coastal fisheries in the Pacific Islands, UC Law SF student Margaret Von Rotz '23 (pictured) researched and analyzed laws and policies for small-scale fisheries in Tonga. Her research included looking at the role of women in small-scale fisheries, climate change readiness for people who fish, and ways to avoid overfishing. She compared the laws and policies to United Nations guidelines as part of a project funded by the Pacific Community, an intergovernmental organization based in New Caledonia. Von Rotz is one of several UC Law SF students that served as externs working on fisheries, climate change, and oceans.



National Rollout

Comprehensive Rollout to Begin this summer

- Paid ads on social media
- Formal rollout – mail or email campaign to law schools, law firms, judges, alumni, etc.
- Slogan
- Public exposure – city banners
- Video
- Activities – messaging for internal audiences

Internal Efforts continuing:

- Web stories, social media, press releases
- Email messaging to law firms (CD)
- Website updates
- Social Media outreach

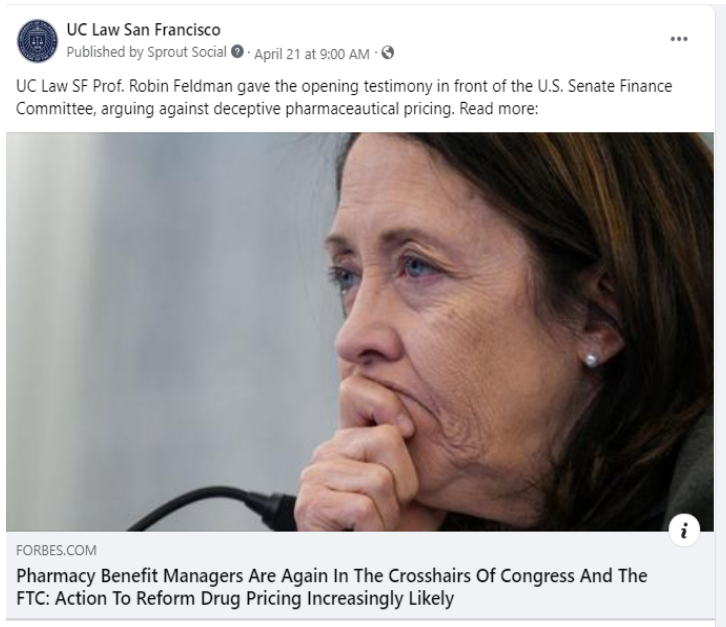
National Reputation - Faculty

Monthly meetings with the provost – helping guide content:

[Prof. Emily Murphy Brings Expertise in Brain Science to the Study of Law](#)

[Professor and Judge Maurice Foley: Tax Law Can Change Lives](#)

Social Media Posts



Faculty Video Series: [A Conversation with Joel Paul](#)



Any Questions? Please reach out to Elizabeth Moore at: mooreelizabeth@uchastings.edu or 415-703-8266

Campaign Overview: May 2023

UC College of the Law San Francisco



April 2023

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Campaign Overview



Plan and conduct a phased comprehensive campaign with a minimum working goal of \$100M in gift commitments in support of UC Law SF's strategic priorities and initiatives.

Campaign Phase	FY22	FY23	FY24	FY25	FY26	FY27
Preparation Phase and campaign counting begins	↔					
Principal and Leadership Gift Phase		↔				
Public Phase					↔	

Public
Announcement

Gift Table

Gift Commitments Required for \$100M Campaign		
Average Gift Size	Number Required	Number Secured to-date
\$20,000,000	1	0
\$10,000,000	1	0
\$5,000,000	6	1
\$1,000,000	8	2
\$500,000	8	3
\$250,000	30	12
\$100,000	50	27
\$50,000	100	28
\$25,000	125	53
Under \$25,000	Many	5,278

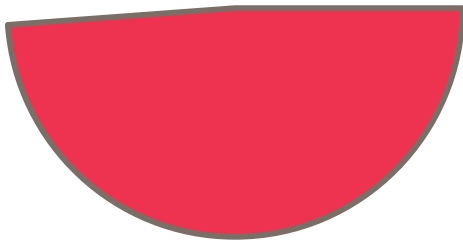
- UC Law SF's \$100M campaign requires seven- and eight-figure gift commitments.
- The College will likely need 16 gift commitments of \$1M and higher for a \$100M campaign, including eight at \$5M and up.
- There was a high degree of alignment between what the advancement team estimated for individual gift amounts and what interviewees stated.
- The campaign total currently stands at approximately \$26M.

Timeline

**Organization and
Gift Counting**

July 2021–June 2022

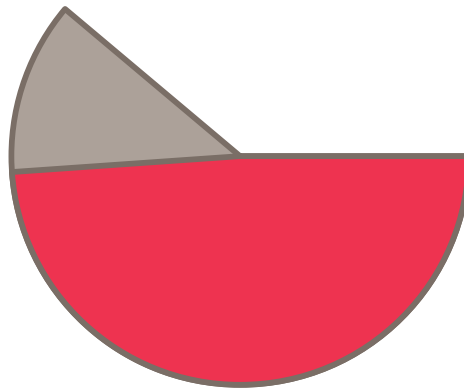
Counting Period Begins



**Principal and
Leadership Gifts**

July 2022–June 2025

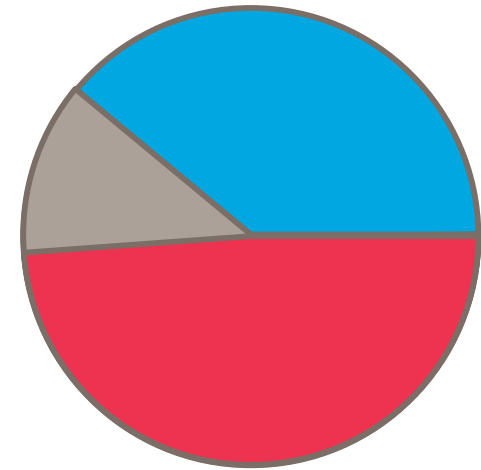
*Working to achieve
60% of Goal*



**Public Phase
to Completion**

Fall 2025–June 2027

*Community Outreach
and Smaller Gifts*



Campaign Gift Counting Policy



Follow industry standards and best practices, including CASE's updated (2021) Global Reporting Standards.

- Cash or Equivalent
 - Market Value
- Pledges
 - Counts at full amount
 - Must be accompanied by a gift agreement
 - Specific dollar amount
 - Fixed time schedule
 - Normally not to exceed five years
- Real Property
 - Counts at market value, based on appraisal

Campaign Counting

- Life-Income Gifts (CGAs and CRTs)
 - Counts at fair market value
- Realized Bequests
 - Counts at full value (unless counted in a previous campaign)
- Life Insurance
 - Normally counts at face value of policy, but each case subject to scrutiny
 - Term policies not counted
- Estate Commitments
 - Counted at full estimated value with proper documentation



Campaign Cabinet Kickoff Meeting

Wednesday, April 19, 2023

12:00 p.m. – 2:00 p.m.

In person: 333 Golden Gate Avenue, Cotchett Law Center, Room 309

Via Zoom: <https://uchastings.zoom.us/j/99740528419>

Lunch will be served for those attending in person.

- I. **Welcome and Introductions** – Chancellor & Dean David Faigman; Chief Development Officer Eric Dumbleton (10 minutes)
- II. **Opening Remarks** – Chancellor & Dean David Faigman (5 minutes)
- III. **Campaign Cabinet** – BWF Senior VP, Executive Partners, Dennis Prescott (5 minutes)
 - Purpose
 - Roles and Responsibilities
 - Time Commitment
- IV. **UC Law SF Campaign** – BWF Senior VP, Executive Partners, Dennis Prescott; Chief Development Officer Eric Dumbleton (25 minutes)
 - Overview of Campaign Study Report
 - Campaign Plan
 - Campaign Phases and Milestones
 - Naming Guidelines
 - Gift Counting Policies
- V. **Campaign Progress** – Chief Development Officer Eric Dumbleton (10 minutes)
 - Campaign Gift Commitments to-date
 - Campaign Case Materials/External Communications
 - Regular Email Updates

VI. Campaign Prospects – Chief Development Officer Eric Dumbleton (25 minutes)

- Campaign Gift Range Table
- Principal and Leadership Gift Prospects (\$1M+) Review
- Campaign Cabinet/UC Law SF Staff Partners

VII. Action Steps – Chief Development Officer Eric Dumbleton (5 minutes)

- Initiate Cultivation and Solicitation Meetings of Campaign Cabinet members – underway
- Complete Solicitation of Campaign Cabinet members – target end of CY2023
- Close Campaign gift commitments from Campaign Cabinet members – target April 2024

VIII. Wrap Up and Adjournment – BWF Senior VP, Executive Partners, Dennis Prescott; Chief Development Officer Eric Dumbleton (5 minutes)

- Next Meeting Date and Time – target Fall 2023



Campaign Cabinet Roster

As of April 19, 2023

Joseph W. Cotchett '64

Founding Partner
Cotchett Pitre & McCarthy LLP
UC Law San Francisco Board of Directors, Emeritus
Burlingame, CA

pomalley@cpmlegal.com

Shashi Deb '94

Adjunct Faculty
UC Law San Francisco
UC Law San Francisco Board of Directors; Chair, Advancement & Communications Committee
Hillsborough, CA

shashi@fpadvisors.net

Jennifer W. Fung '18

Tax Attorney
KPMG US
First Vice President, UC Law SF Foundation Board of Trustees
San Francisco, CA

jenwfung@gmail.com

Tom Gede '81

Counsel (Retired)
Morgan, Lewis & Bockius LLP
President, UC Law SF Foundation Board of Trustees
UC Law San Francisco Board of Directors, Emeritus
Davis, CA

tomgede@stanfordalumni.org

Chris Holland '92

Founder
Holland Law
Member, UC Law SF Foundation Board of Trustees
San Francisco, CA

cholland@hollandlawllp.com

Michael A. Kelly '76

Shareholder
Walkup, Melodia, Kelly & Schoenberger
Member, UC Law SF Foundation Board of Trustees
San Francisco, CA

mkelly@walkuplawoffice.com

Leo Martinez '78

Manager Director
Andersen
Second Vice President, UC Law SF Foundation Board of Trustees
Member, UC Law SF Alumni Association Board of Governors
Oakland, CA

martinez@uchastings.edu

Anthony McCusker '95

Co-Chair, Technology Practice
Firm Chair-Elect (effective October 1, 2023)
Goodwin Procter LLP
Atherton, CA

amccusker@goodwinlaw.com

Kristin Sverchek '07

President
Lyft
San Francisco, CA

kristin@lyft.com

Judith Mann Villard '67

Vice President & Senior Counsel (Retired)
The Estée Lauder Companies
Member, UC Law SF Foundation Board of Trustees
New York, NY

jvillard@verizon.net

Administrative Staff – Leadership

- Eric Dumbleton, Chief Development Officer
- David Faigman, Chancellor & Dean
- Jenny Kwon, Assistant Chancellor & Dean and Chief of Staff

Administrative Staff – Advancement

- Sarah Antonich, Director of Stewardship & Donor Relations
- Hana Athanasios, Alumni Relations Administrative & Events Coordinator
- Sonia Chahal (p/t, housed in Chancellor & Dean's Office, Event Specialist)
- Robin Drysdale, Senior Director of Development

- Meredith Jaggard, Executive Director, UC Law SF Alumni Association
- Charlie Leung, Advancement Operations Officer
- Liz Maggi, Director of Development
- Leo Martinez (p/t), Dean Emeritus & Albert Abramson Professor of Law
- Briana Meadows (p/t), Liaison, UC Law SF Foundation
- Hayden Reynolds, Assistant Director, Annual Fund & Development Communications
- Andrew Ta, Director of Operations
- Tracy Whitlock, Director of Planned Giving
- Charles Wollin, Assistant Director, Alumni Engagement

BWF Staff

- Dennis Prescott, Senior Vice President, Executive Partners

CAMPAIGN CABINET MEMBER

POSITION DESCRIPTION

PURPOSE:

The Campaign Cabinet is the campaign's top volunteer leadership group. Cabinet members are expected to provide leadership through documented personal gift commitments to the campaign and to work with the university's Chancellor and Dean, Chief Development Officer, college staff members, and other volunteers to identify, cultivate, and solicit top prospects for their campaign gift commitments.

RESPONSIBILITIES:

- Document and make a personal campaign gift commitment that will challenge others.
- In partnership with college advancement staff and other volunteers, participate in the identification, cultivation, and solicitation of campaign prospects. These prospects could include individuals, foundations, corporations, and other organizations.
- Provide input into campaign planning and implementation; monitor campaign progress, and recommend changes in strategies, where appropriate.
- Identify and help recruit other Campaign Cabinet members.
- Help increase awareness about the importance of the campaign and its expected impact.
- Be an enthusiastic ambassador for UC Hastings and the campaign; attend campaign functions and events, as time permits.
- Attend the public campaign kickoff activities once scheduled.

STAFF SUPPORT:

- Chief Development Officer Eric Dumbleton, and BWF Senior Vice President Dennis Prescott will provide support for the Campaign Cabinet.

TIME COMMITMENT:

- Five-year commitment from recruitment until the campaign's projected end in 2027.

- Initial meeting in Q1 2023 and periodically, as needed, throughout the campaign's quiet phase, public announcement, and kickoff.
- Help identify and/or solicit campaign gift commitments as comfortable and appropriate.
- Participate in campaign awareness and other campaign events as time permits.

January 26, 2023

Eric Dumbleton
Chief Development Officer
UC College of the Law, San Francisco
200 McAllister Street
San Francisco, CA 94102

Dear Eric,

Attached is my resume in application for the Director of Stewardship and Donor Relations position at UC College of the Law, San Francisco.

The crucial role philanthropy plays in the success of an organization has become abundantly clear through my work in nonprofits and higher education. Whether working for a small arts organization with a staff of two or at the world's top public research university with thousands of employees, my goal has remained the same—to ensure that donors know the impact of their gifts, feel valued, and want to continue to support the cause.

I take pride in my ability to collaborate with others in order to steward and cultivate donors at all levels in ways that are supportive of fundraising strategies, inclusive, and efficient. I hope to be able to apply my skills and expertise in this area to enhance the donor experience and support acquisition and retention strategies at UC Law SF as it moves into the public phase of its comprehensive campaign.

Thank you for your consideration. Should you have any additional questions, I can be reached at sarahantonich@gmail.com or 724.513.6848. I look forward to meeting with you and your team to learn more about this exciting opportunity.

Best,



Sarah Antonich

Sarah Antonich

724.513.6848 | sarahantonich@gmail.com | www.linkedin.com/in/sarahantonich

PROFESSIONAL SUMMARY

Enthusiastic professional with a growth mindset interested in utilizing strategic, creative, and leadership skills to advance the mission of a dynamic nonprofit organization. Strengths in program and project development and management, cultivating and nurturing strategic relationships, and leading cross-functional teams across a large, decentralized environment.

CORE COMPETENCIES

- Managing donor programs—including annual, lifelong, loyal, and first time—focused on cultivating and stewarding over 28,000 individual donors annually.
- Fostering relationships across all organizational levels to facilitate a positive working environment where colleagues feel appreciated, empowered, and accomplished.
- Distilling extensive qualitative and quantitative data to inform strategic decisions.
- Communicating complex information through clear and concise writing and presentations.
- Leading project teams on comprehensive donor reports and events to steward the 200,000+ donors that have contributed to Berkeley's \$6 billion campaign.
- Collaborating with editors, designers, web teams, production, and vendors to produce digital and print advancement materials and reports.
- Working closely with the events, frontline fundraising, and marketing communications teams on strategy, planning, and execution of events for annual, major gift, and principal gift donors, and prospects.
- Partnering with frontline fundraiser, prospect, and data teams to leverage annual giving society on a three year \$1 million match to acquire and up-tier undergraduate alumni to become leadership annual giving donors.
- Planning and diplomatically facilitating effective meetings with actionable outcomes.
- Developing and implementing innovative new approaches to systems, structures, and methods that streamline processes, improve effectiveness, and advance priorities.
- Understanding of development strategies in higher education at University of California as well as in smaller nonprofit environments.

EDUCATION

Carnegie Mellon University, Pittsburgh, PA

Master of Arts in Arts Management, Nonprofit Management Focus

2010

Chatham University, Pittsburgh, PA

Bachelor of Arts in Arts Management, Art History Minor, Visual Arts Focus

2009

PROFESSIONAL EXPERIENCE**University of California, Berkeley**, Berkeley, CA

Associate Director of Recognition Programs

2022 – Present

Assistant Director of Recognition Programs

2018 – 2022

Donor Recognition Officer

2016 – 2018

Carnegie Mellon University, Pittsburgh, PA

Office and Member Services Manager

2015 – 2016

Donor Relations Specialist

2014 – 2014

Associated Artists of Pittsburgh, Pittsburgh, PA

Deputy Director

2012 – 2012

Office Administrator

2011 – 2012

Future Tenant, Pittsburgh, PA

Associate Director of Fundraising & Community Development

2008 – 2009

LABCO Dance, Pittsburgh, PA

Administrative Director

2007 – 2009

COMMITTEES & VOLUNTEER SERVICE**University of California, Berkeley**, Berkeley, CA

Data Priorities Advisory Council

2021 – Present

Diversity, Equity, Inclusion, Belonging, & Justice (DEIBJ) Advisory Committee

2020 – 2022

Berkeley Advancement Community Executive Committee

2019 – 2022

Next Opportunity at Work (NOW) Conference Planning Committee

2017 – 2019

University Development and Alumni Relations Art Committee

2016 – 2020

Richmond Art Center, Richmond, CA

Board of Directors

2016 – 2021

Vice President

2019 – 2020

Development and Communications Chair

2018 – 2021

Nominating Chair

2017 – 2018

Council for Advancement and Support of Education (CASE) District VII

CASE District Awards Judge, Special Events

2020

AWARDS

Council for Advancement and Support of Education (CASE) District VII

Bronze Award in Advancement Services, Donor Relations & Stewardship,
Development and Implementation of Benefactors of Berkeley Program 2021

University of California, Berkeley Spot Awards *Recognition for special contributions to a specific project or task*

Individual Award, Leadership on Charter Hill Society Match Launch 2021
Individual Award, Leadership on Charter Hill Society Match Planning 2020
Individual Award, Frontline Fundraiser Engagement Strategy Development 2018
Group Award, Golden Bear Art Committee Development and Participation 2017
Group Award, UC Systemwide Stewardship Conference Planning 2017

Spring Week 2023

UC Law San Francisco



UC Law San Francisco

Past Reunion Model

- One reunion dinner event
- Specific only to reunion celebrators (12 classes/year)
- Typically held off campus at a hotel (Fairmont or Palace Hotel)

Year	Tickets Sold/Alumni Tickets	Cost	Ticket Revenue
2017	276/196	\$94,918.78	\$32,925
2018	265/209	\$119,597.22	\$27,495
2019	286/214	\$105,507.32	\$31,160

SPRING

— Week 2022 | May 9-14, 2022 —

Event	Tickets Sold/Donors	Revenue
SF Giants	61	\$8,475
Cocktail Party	30	\$1,650
Milestone Jazz Brunch	46	\$3,375
Virtual Town Hall	60	NA
UC Law Giving Day	130	\$34,559
TOTAL TICKETS SOLD/DONORS	197/130	
TOTAL SPRING WEEK REVENUE		\$48,059
TOTAL SPRING WEEK EXPENSES		\$40,438



SPRING

Week 2023

Event	Tickets Sold	Revenue
SF Giants	201	\$18,880
UC Law Giving Day	200	\$56,238
City Hall Party	204	\$12,650
Milestone Jazz Brunch	93	\$3,950
Virtual Town Hall	90	NA
TOTAL TICKETS SOLD/DONORS		588/200
TOTAL SPRING WEEK REVENUE		\$91,718
TOTAL SPRING WEEK EXPENSES		\$109,680

A collage of various San Francisco scenes including the Golden Gate Bridge, city skyline, people at events, and a jazz band. The word "SPRING" is written in large white letters, "Week" in orange script, and "2023" in dark blue.

SPRING Week 2023

Event Name	Recent Alumni Tickets Sold	Non-Recent Alumni Tickets Sold	Grand Total/Alumni Tickets Sold*
City Hall	91	113	204/138
Giants Game	78	123	201/100
Jazz Brunch	53	40	93/65
Grand Total	222	267	489/303**

*Total number of UC Law alumni

**Indicates the total unique alumni for 3 Spring Week ticketed events. Does not include the virtual town hall, tours, or Squad/BoB events.



Squad Event on Giving Day

\$6,729.15 Sold in 1 ½ hours

217 Items Sold

74 Students Gave \$5 or More

Biggest seller: flannel pants and crew neck sweatshirts



Spring Week Survey Results

- 88% of survey respondents said they enjoyed Spring Week.
- 88% of survey respondents said they are likely to attend Spring Week next year.
- 76% of survey respondents said Spring Week strengthened their connection to the law school.

