

National Alumni Association

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| **NATIONAL ALUMNI****OFFICERS 2019-2021****1 Drexel Drive****Campus Box 66****New Orleans, LA 70125****(504) 520-6782****1-877-WE LUV XU****Mr. Randall McHenry ’86**Presidentrandall@mchenryinc.net**Dr. Trevonne Thompson ’97**1st Vice PresidentTrevonne.thompson@gmail.com**Ms. Chakita Holmes ’03**2nd Vice Presidentchakitaholmes@gmail.com**Mrs. Nicole M. Golden ’00**Corresponding Secretaryndmarchand@gmail.com**Ms. Tiffany Devereaux ’98**Recording Secretaryttdex@yahoo.com**Mr. Kevin Barnes, Jr. ’10**Treasurerkevinlbarnesjr@gmail.com | Xavier University of LouisianaNational Alumni Association Centennial Endowment Fund CommitteeApril 4, 2020**Attendees:** Elease Bradford, James Paschal, Rosalind Hale, Teal Holden, Keith BlossomThe NAA Centennial Endowment Fund met on Saturday, April 4, 2020 to discuss the endowment fund campaign progress and next steps. Keith Blossom gave a status update of donations given. At that time, a total of 16 alumni with 1 matching company gift had been pledged. In addition, mailed letters were sent to previous XULA donors that have not given in the last 3-5 years on March 5th.The committee discussed several next steps to be discussed at the next board of governor’s meeting. Those include the following:1. Committee Outreach
	1. Expand Committee - New committee members to include 1-2 members from each chapter
	2. Develop Schedule for Phone Tree/Calls
	3. Create Google shared document for tracking purposes
2. Update Website/Landing Page
	1. Add Endowment Fund on the main Alumni Page (move from Alumni Chapters link)
	2. Visual of goal to be added to Website
3. Create an Endowment Fund Toolkit to include:
	1. FAQ
	2. Talking Points
	3. Pledge Calculator
	4. Sample Endowment Fund Flyer
	5. "I Pledged Because" Video scripting
	6. Endowment Fund Letter
	7. Pledge Card
	8. Endowment Fund Thank You Letter
4. Designate September/October as campaign months for local area chapters to host events to garner donors for the Endowment Fund.
5. Challenge all NAA Officers, Chapter/Affinity Group Leaders, and Alumni Chapter/Affinity Groups to make their pledge at Homecoming 2020.
6. Homecoming 2020
	1. “Become a Centennial Donor” Pop-Up Booth

***This report is submitted for informational purposes only.*** |