

## MINUTES OF THE JUNE 10, 2014, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“the Committee”) of the Board of Regents met on June 10, 2014. Participating were Committee Chair Alan G. Spoon and Committee members Barbara Barrett\*, Travis Engen\*, Adrienne Mars\*, John McCarter, Paul Neely\*, and David Rubenstein. Committee member Sakurako Fisher was unable to participate.

Participating staff included Smithsonian Secretary G. Wayne Clough; Director of Advancement and Philanthropic Giving Virginia B. Clark; Deputy Director of Advancement Zully Dorr; Office of the Regents Senior Writer-Editor Barbara Feininger (recorder); Acting Under Secretary for Science John Kress; General Counsel Judith Leonard; Campaign Director Cynthia Brandt Stover; and Chief of Staff to the Regents Porter N. Wilkinson.

### CALL TO ORDER

Committee Chair Alan Spoon called the meeting to order at 2:00 p.m.

### GIFT NAMING POLICY UPDATE

Mr. Spoon led a discussion about the Committee’s review of the Smithsonian’s gift naming policy, specifically, the review of gifts that require approval by the Board of Regents. As part of that discussion, the Committee heard a report from Secretary Clough on a meeting held earlier in the day with Congressional Regent Xavier Becerra. Meeting participants agreed, and the Committee concurred, on procedures to facilitate the Regents’ review of any gift policy exceptions for gifts that require the approval of the Board of Regents. Going forward, the Office of Advancement, through the Office of the Regents, will provide at least two weeks’ advance notice to the Regents of any exceptions that will be presented at a forthcoming Board of Regents’ meeting.

Concerning the appropriate level of recognition in accordance to the size of a gift and its impact to the benefitting unit, the members noted that the guidelines used by the Smithsonian are consistent with best-practices used in the field.

The meeting also included discussion of proposed templates to support the consistent recognition of the contributions of the American people who, as taxpayers, provide the foundational support that provides for free admission to Smithsonian museums.

### CAMPAIGN RETREAT REVIEW

Mr. Spoon and Ms. Clark thanked Mr. Rubenstein for hosting a successful campaign leadership retreat. Ms. Clark reviewed key ideas developed during the retreat. Staff will (1) establish and disseminate campaign metrics to unit directors and advisory boards; (2) routinely provide campaign leadership with brief updates highlighting pending gifts; (3) strengthen the

\* *participated by telephone*

Campaign's brand recognition of Smithsonian art, science, history, and culture; and (4) establish and recognize endowment donors as a group, as suggested by Ms. Mars.

Frameworks for overarching campaign brands, said Mr. Spoon, should be established by the Campaign kick-off. Endowment donors, suggested Ms. Clark, could receive special recognition at the Regents' donor recognition dinners.

Individual unit fundraising needs were discussed at the retreat. Ms. Clark reported on National Museum of African American History and Culture (NMAAHC) naming opportunities, which continue to be attractive to many corporations. The Committee discussed generating publicity about these gifts to cultivate commitments from peer organizations, and Mr. Spoon offered to discuss corporate marketing opportunities with NMAAHC. Fundraising for the National Museum of the American Indian also was discussed. The museum has refined its fundraising goal and outreach efforts to tribes.

Retreat participants discussed the need to provide media training to Smithsonian experts to assist these volunteers in actively engaging donors.

## **CAMPAIGN REVIEW**

### **Campaign Purpose**

The Smithsonian Campaign has achieved 62 percent of its working goal and is on track to meet its public launch benchmark. Secretary Clough discussed the broad goals of the Campaign, which include raising funds to fulfill the goals of the strategic plan. Philanthropy has developed into a primary funding pillar for the strategic plan. New gifts have provided for, among other things, endowed positions, new and renovated facilities, fellowships, innovative exhibitions, and the branding initiative.

A second Campaign objective is to establish a "national conversation" about the Smithsonian, including expanding the public's understanding of the Institution's unique status as a public-private partnership. To date, nearly 100 Campaign events have been held in 25 cities, involving 25 different units. Thirty-eight advisory board members participated in these events, which have drawn some 3,800 potential donors. The number of Smithsonian friends has increased, as also has their geographic representation.

Campaign Director Cynthia Brandt Stover discussed Campaign communications, including those for new Smithsonian friends. The Committee discussed other vehicles for acknowledging Campaign support, such as the Campaign website. The Smithsonian Academy will hold annual events to recognize donors who provide gifts of \$1 million and up. The launch of the Smithsonian Academy will be hosted by Barbara Barrett and her husband, Craig Barrett.

### **Campaign Feasibility Evaluation**

Feasibility studies conducted at the start of the campaign were compared against a summary of updated findings. Progress in staffing, funding, information systems, budgeting processes, and

gift policies, among other things, was noted. The review also included consideration of giving and naming opportunities, messaging, and advisory board engagement.

Fundraising for the Smithsonian Astrophysical Observatory (SAO) and the Giant Magellan Telescope (GMT) initiative was discussed. The GMT initiative, suggested Mr. McCarter, could benefit from a centralized fundraising effort by GMT consortia members and the appointment of a central GMT development officer. GMT naming opportunities were discussed. Mr. Spoon noted that SAO's unique instrument-making abilities are essential to the success of the GMT.

#### **CAMPAIGN GOAL RECOMMENDATION**

A working Campaign goal was established in 2011 during the planning phase of the Campaign. Ms. Clark reviewed revisions to the unit Campaign goals based on the fundraising capacity analysis conducted over the summer in preparation for the public launch. Ms. Clark presented on the modifications made to the goals and recommended a goal to be announced at the campaign launch.

The Committee discussed the feasibility of the proposed public goal. Each member expressed support for the proposal. The Committee then agreed to recommend the proposed Campaign goal to the full Board for its approval.

#### **APPROVAL OF THE MINUTES OF THE MARCH 25, 2014, COMMITTEE MEETING**

Upon motion duly made and seconded, the draft minutes of the March 25, 2014, Committee meeting were approved without modification.

#### **CAMPAIGN KICK-OFF UPDATE**

Momentum is building across the Smithsonian for the October 17–19, 2014, public kick-off of the Smithsonian Campaign. Invitations for two-and-a-half days of compelling programming soon will go out. Discussions are under way to develop regional programming that will roll out after the kick-off weekend.

The development of the Honorary Campaign Committee is under way, and 10 renowned individuals already have agreed to serve. An event firm is supporting preparations for the Washington, D.C., kick-off. Mr. McCarter suggested asking members of the Board of Regents to welcome guests at individual kick-off events.

#### **REVIEW OF PENDING GIFTS**

Ms. Clark presented five proposed gifts for consideration, and noted that each conformed to Smithsonian gift policies. There were no questions. Upon motion duly made and seconded, the following actions were approved en banc for recommendation to the Board of Regents:

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the LeRoy Neiman Foundation to the National Museum of American History and names the LeRoy Neiman Jazz Café for 20 years from the date the café renovation is completed.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Peter Buck to the National Museum of Natural History and approves his gift.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Nancy Brown Negley and the Brown Foundation to the Renwick Gallery of the Smithsonian American Art Museum and names the Nancy Brown Negley Hall until the next comprehensive renovation of the Renwick Gallery.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of David M. Rubenstein to the Renwick Gallery of the Smithsonian American Art Museum and names the David R. Rubenstein Grand Salon until the next comprehensive renovation of the Renwick Gallery.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Theodore J. Slavin to the Renwick Gallery of the Smithsonian American Art Museum and names the Ted Slavin Family Gallery until the next comprehensive renovation of the Renwick Gallery.

## **ADJOURNMENT**

There being no further discussion, Mr. Spoon adjourned the meeting at approximately 4:00 p.m.

Respectfully submitted,

Alan G. Spoon  
Chair