



CALIFORNIA STATE  
**UNIVERSITY**  
E A S T B A Y

**Educational Foundation Campaign Steering Committee**

**Wednesday, June 22, 2016**

**10:00a-11:00a**

**SA 4600**

**And via Conference Call (866)614-8511 with Passcode 5951807**

**Agenda**

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|--|---------------|
| 1. Call to Order   | Miramontes    |
| 2. Welcome and Introductions   | Miramontes    |
| a. Approval of February 25, 2016 meeting minutes                               |               |
| 3. Campaign Priority Setting   | Hauck         |
| 4. Rising in the East-The Campaign for Cal State East Bay                      |               |
| a. Total Raised to Date  | Devine        |
| b. Sponsorships  | Rouah, Andrea |
| c. Presidential Salons Update  | Brady         |
| d. Campaign Kick off   | Brady         |
| i: Collateral  |               |
| ii: Case Statements  |               |
| 5. Moves Management: Moving Prospects and Donors Toward Major and Legacy Gifts | Brady         |
| 8. Heritage Society Members: Stewardship                                       | Brady         |