
SUBJECT: Advancement Committee Meeting Report for **May 20, 2026**

The Advancement Committee of the Board of Trustees met on **Wednesday, May 20, 2026 at 3:45 pm**, via Zoom in accordance with [MGLA Chapter 30A, section 18](#) as amended by [An Act relative to extending certain COVID-19 measures adopted during the state of emergency](#), signed by Governor Healey on March 31, 2025, which among other things extends policies allowing remote participation for public meetings until June 30, 2027.

In accordance with the Open Meeting Law all votes taken during this meeting, in which a member participated remotely, were by roll call vote.

Present for the advancement committee were Trustees Dino Di Palma (vice chair), Thatcher Kezer, President Keenan (ex-officio), Board Chair Samantha Morales, Vice President Mandy Ray, and Executive Assistant Hai Huynh. Not present: Trustees Alyce Davis and James Lampassi Jr. (committee chair).

Trustee Di Palma (vice chair) called the meeting to order at 4:06 pm.

Meet the Moment Campaign Update (*presentation attached*)

Vice President Ray provided a written advancement report, including fundraising progress through March 2026 for the committee's review. She shared that \$70,934,101, or 95% of the \$75 million campaign goal, has been raised so far. This includes \$30.7 million for financial aid, \$15.4 million for unrestricted funds, \$22.6 million for student success, and \$2.3 million for SSU Bold. An additional \$1.3 million is in the documentation process, which, once completed, will bring the total to a little over \$72 million by the end of this fiscal year. The campaign is expected to reach its goal by December 2026. The end of the campaign will be in conjunction with the ribbon cutting of SSU BOLD, tentatively in September 2027.

Vice President Ray provided a snapshot of noteworthy gifts including \$5 million in support for Multilingual Coach in the Navigation Center, support from the Klarman Foundation Grant and Accelerate the Future Grant for the School of Social Work, an anonymous grant to support the Community College Transfer Program, \$619,000 in unrestricted support, \$500,000 to support unrestricted endowment, \$300,000 to support the Center for Academic Excellence, and \$150,000 for the music program. She also noted that 57 donors contributed \$1,000 or more to SSU Bold, qualifying them for recognition on the donor wall.

Upcoming fundraising and engagement activities include:

- President's Celebration of Volunteerism on June 5, 2026 at the Hawthorne Hotel
- Tours of SSU Bold – June 5 at 10 am and at 3 pm
- SSU BOLD Majors reunions prior to Party of Marsh Plaza (POMP) on June 6
- Alumni and Friend Event at Salem Hospital- Fall

Viking Vice President Ray provided a recap of the annual Viking Warrior Day in late April.

She reported that we successfully raised \$190,021 with the support of 768 donors and 777 gifts. The top three areas of support were unrestricted, athletics (men's soccer, women's soccer, and volleyball), and SSU BOLD.

She reviewed the schedule of events for the annual Alumni and Friends Weekend 2026 (June 5 - 6, 2026) and provided an overview of the recipients for the alumni and friends awards including Trustee Lampassi Jr. '81 receiving the Volunteer of the Year award. Looking ahead to FY27, the Alumni Association and Foundation (AAF) will be celebrating its 50th anniversary and a SSU Series in September 2027.

Board of Trustees Chair Morales commended Vice President Ray, President Keenan, and the advancement team for all their fundraising work.

Questions

The committee asked no questions.

There being no new business to come before the committee,

A motion was made by Lancome, seconded by Keezer, and unanimously voted to adjourn the meeting.

Vice Chair DiPalma asked Huynh for a roll call vote:

Voting in the Affirmative:	Di Palma (vice chair), Kezer, Morales
Voting in the Negative:	None
Absent:	Davis, Lampassi (chair)

The meeting was adjourned at 4:21 pm.

MEET THE MOMENT™

The Campaign for **SALEM STATE UNIVERSITY**

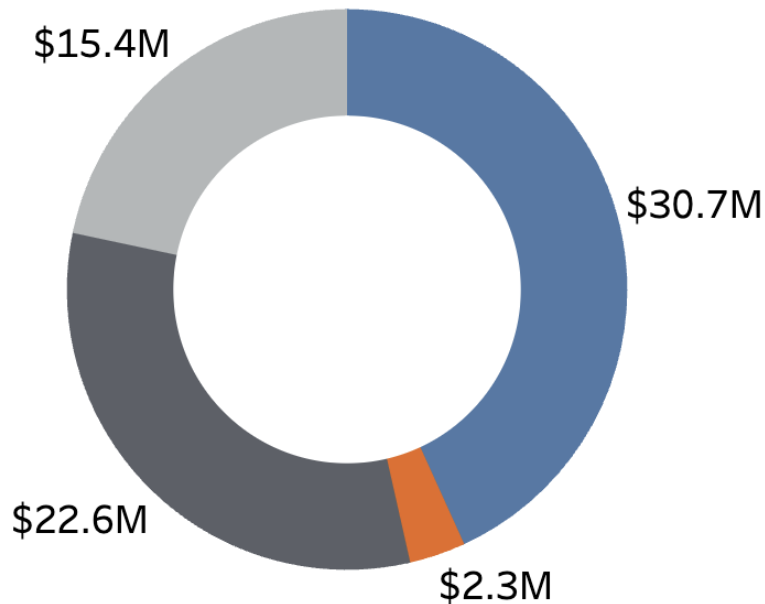
Advancement Committee Meeting

\$70,934,101 raised 95% to goal

Total: \$70,934,101

Campaign Priorities

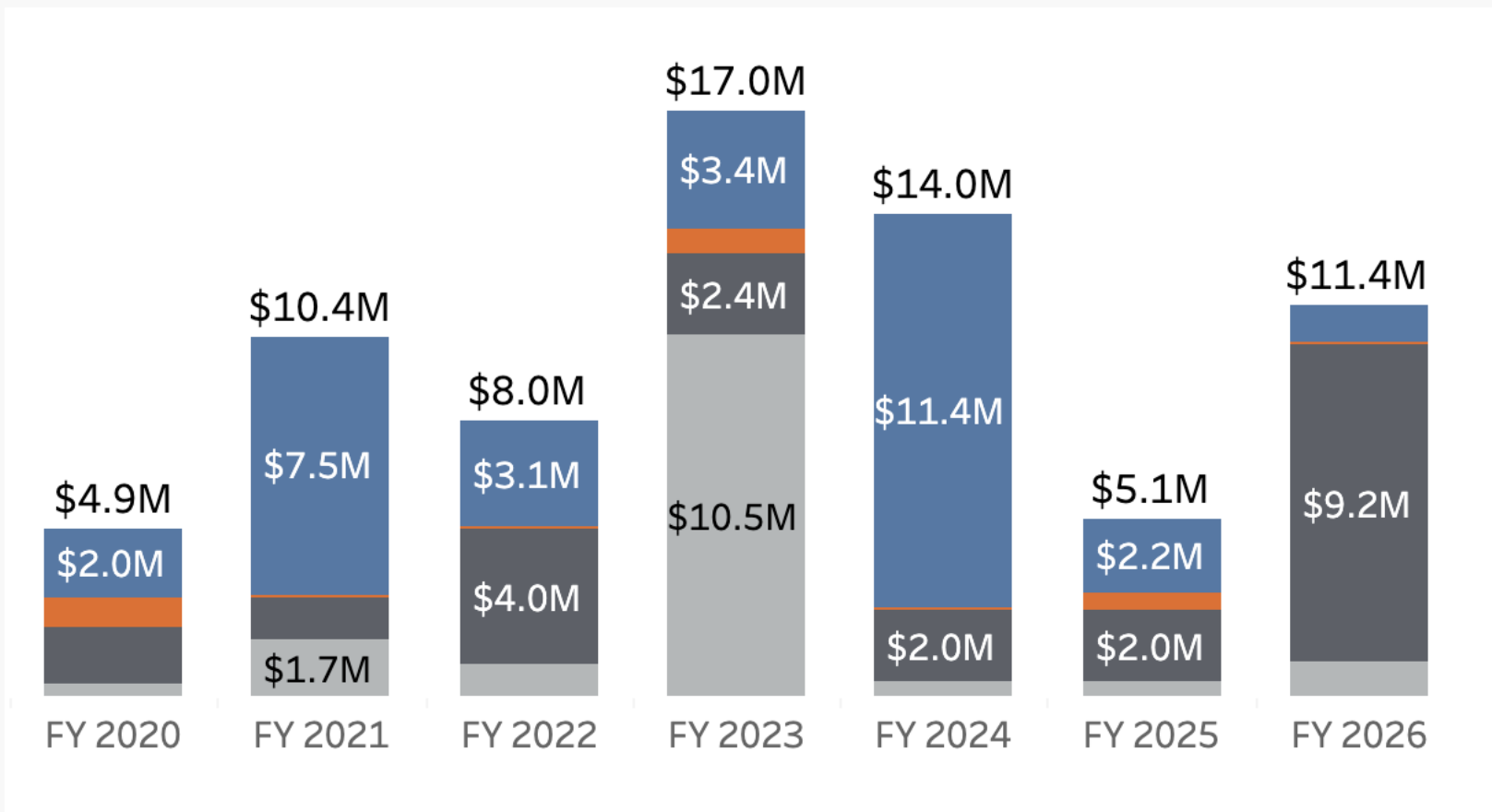
- Financial Aid
- SSU Bold
- Student Success
- Unrestricted



\$75M
MEET THE MOMENT™ GOAL

\$25M	STUDENT SUCCESS
\$20M	FINANCIAL ASSISTANCE
\$20M	UNRESTRICTED SUPPORT
\$10M	SSU BOLD

Total Raised by Fiscal Year



FY26 Noteworthy Giving

- \$5 million in support for Multilingual Coach in the Navigation Center
- \$1.3 million Klarman Foundation Grant to support School of Social Work
- \$743,000 Accelerate the Future Grant to support School of Social Work
- \$690,000 Anonymous Grant to support Community College Transfer Program
- \$619,000 in Unrestricted Support
- \$500,000 to support Gassett Fitness Center
- \$353,000 to support Unrestricted Endowment
- \$300,000 to support Center for Academic Excellence
- \$150,000 to support the Music Program

SSU Bold Fundraising Update

248 donors have supported SSU BOLD and **\$2,302,980** Million has been raised to date in cash and pledges. An additional **\$270,000** has been allocated from the State Incentive Endowment to the project.



57 donors gave at the **\$1000** or more level to ensure their name is recognized on a donor wall

SSU Bold Fundraising Update



Upcoming Fundraising and Engagement Activities:

- Presidents Celebration of Volunteerism on June 5th at Hawthorne Hotel
- Tours of SSU Bold- June 5 @10 am and @ 3 pm
- SSU BOLD Majors reunions prior to Party on Marsh Plaza on June 6
- Alumni and Friend Event at Salem Hospital
- Several grant applications pending

Viking Warrior Day 2026 Recap



Total Raised: \$190,021
of Donors: 768 donors
of Gifts: 777

Top Three Funds Supported:

- Unrestricted
- Athletics (Men's Soccer, Women's soccer, Volleyball)
- Project Bold

Top donating class: 2026



Alumni & Friends Weekend 2026



Friday, June 5

12 pm to 2 pm - Dembowski Lunch, Hawthorne Hotel

6 pm to 8 pm - President's Celebration of Volunteerism, Hawthorne Hotel

6 pm to 8 pm - Class of 1976 50th Reunion Cruise, Mahi Mahi

7 pm to 10 pm - Rooftop Reception, Hotel Salem

Saturday, June 6

9 am to 10:30 am - Campus Walking Tour, Starting at Campus Center

12:30 pm to 4 pm - Get on Your Feet (Class of 1976 Reception and Show), North Shore Music Theatre

1 pm to 3 pm - Athletes of the 1970s Reunion, Village Tavern, Essex Street

4 pm to 6 pm - BOLD Reunions and Awards Celebration, Starbucks, Forten Hall

6 pm to 10 pm - POMP, Marsh Plaza

10 pm to 12 am - Bit Bar Takeover, Derby Street

Awardees



Rising Star: Ellen Acheampong '19

40 under 40, Bio grad, currently in PhD program at UMass Medical, specialty in immunology



Distinguished Graduate: Dr. Joe Bonvie '94, '99G

retired US Navy Operational Psychologist who currently serves as the Senior Director of Clinical Services for Home Base



Elizabeth Williams Wade: Maureen McCarthy '75, '79G

10+ year volunteer for SSU, outgoing six-year chair, friends of McKeown School of Education



Volunteer of the Year: Trustee Jim Lampassi '81

University trustee, AAF board member, scholarship review committee, 40 under 40 review committee

Looking to FY27

**MEET THE
MOMENT**

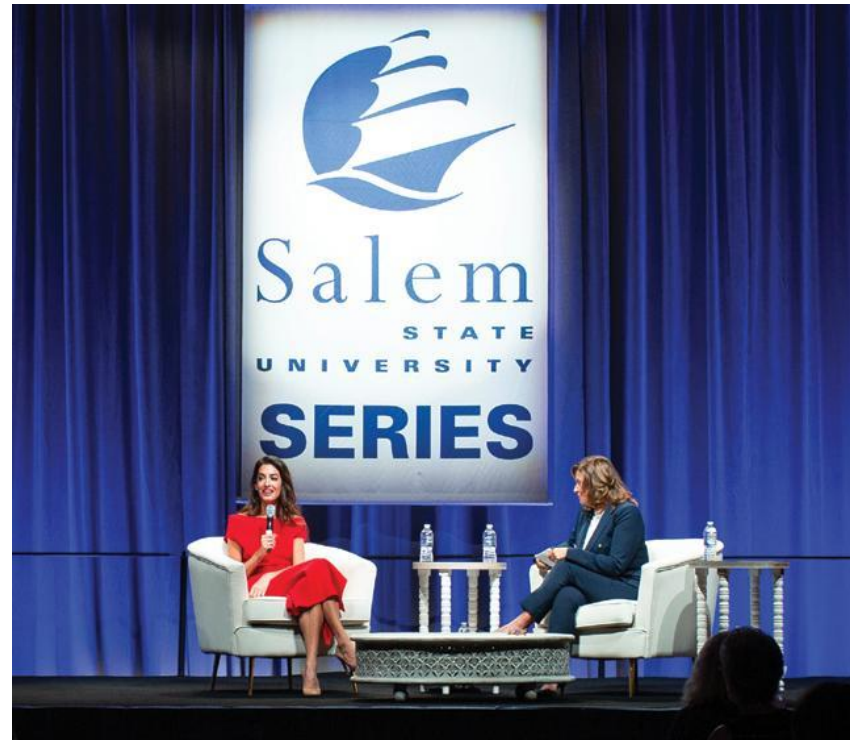
The Campaign for SALEM STATE UNIVERSITY



50th Anniversary

**MEET THE
MOMENT**

The Campaign for SALEM STATE UNIVERSITY



Questions?



Board of Trustees Advancement Committee Briefing - May 2026

By May 2026, the *Meet the Moment*[®] (MTM) Campaign had reached \$70,875,138, marking significant progress toward the \$75 million target. This achievement represents approximately 94.5 percent of the fundraising goal. The AAF also will receive \$625,174 from the State Endowment Match, which enhances the campaign's impact. Additionally, \$11.4 million has been raised so far this fiscal year, contributing to the overall success of the campaign.

This progress reflects sustained donor confidence and the collective commitment of our alumni, friends and philanthropic partners as we move into the next phase of campaign activity.

SSU BOLD Fundraising Update

As of May 2026, the SSU BOLD Fundraising effort has achieved notable progress, with a total of \$2,302,980 raised from individual donors, corporations and foundations to date. In addition, \$270,000 has been allocated from the AAF's State Incentive Endowment towards the project. This strong participation reflects broad-based support from alumni, friends, and the campus community, and provides vital resources for Salem State's highest priorities. The ongoing momentum of SSU BOLD continues to make a meaningful impact as we approach key campaign milestones.

Signature Engagement Success: Viking Warrior Day

Viking Warrior Day delivered strong results, generating \$190,000 from 768 donors across the two-day giving effort. Participation levels and broad-based support underscore continued momentum in donor engagement and reaffirm the importance of this annual initiative as both a fundraising and community-building opportunity.

Alumni and Donor Engagement

[Alumni Weekend/POMP \(June 5–6, 2026\)](#) is just around the corner, featuring a full slate of signature events designed to welcome alumni back to campus, celebrate milestone classes and strengthen lifelong connections to Salem State University. Trustees are encouraged to participate and engage with alumni throughout the weekend.

Highlights include:

Friday, June 5

12 pm to 2 pm - Dembowski Lunch, Hawthorne Hotel

6 pm to 8 pm - President's Celebration of Volunteerism, Hawthorne Hotel

6 pm to 8 pm - Class of 1976 50th Reunion Cruise, Mahi Mahi

7 pm to 10 pm - Rooftop Reception, Hotel Salem

Saturday, June 6

9 am to 10:30 am - Campus Walking Tour, Starting at Campus Center

12:30 pm to 4 pm - Get on Your Feet (Class of 1976 Reception and Show), North Shore Music Theatre

1 pm to 3 pm - Athletes of the 1970s Reunion, Village Tavern, Essex Street

4 pm to 6 pm - BOLD Reunions and Awards Celebration, Starbucks, Forten Hall

4 pm to 6 pm - Theatre Informal Performances, Sophia Gordon Center

6 pm to 10 pm - POMP, Marsh Plaza

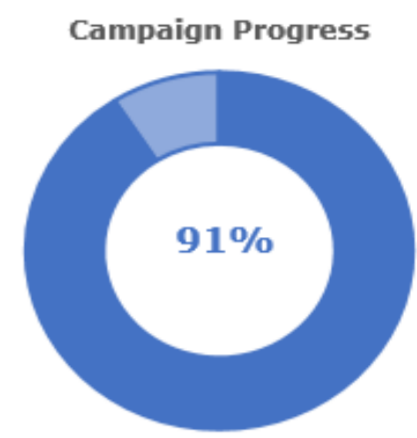
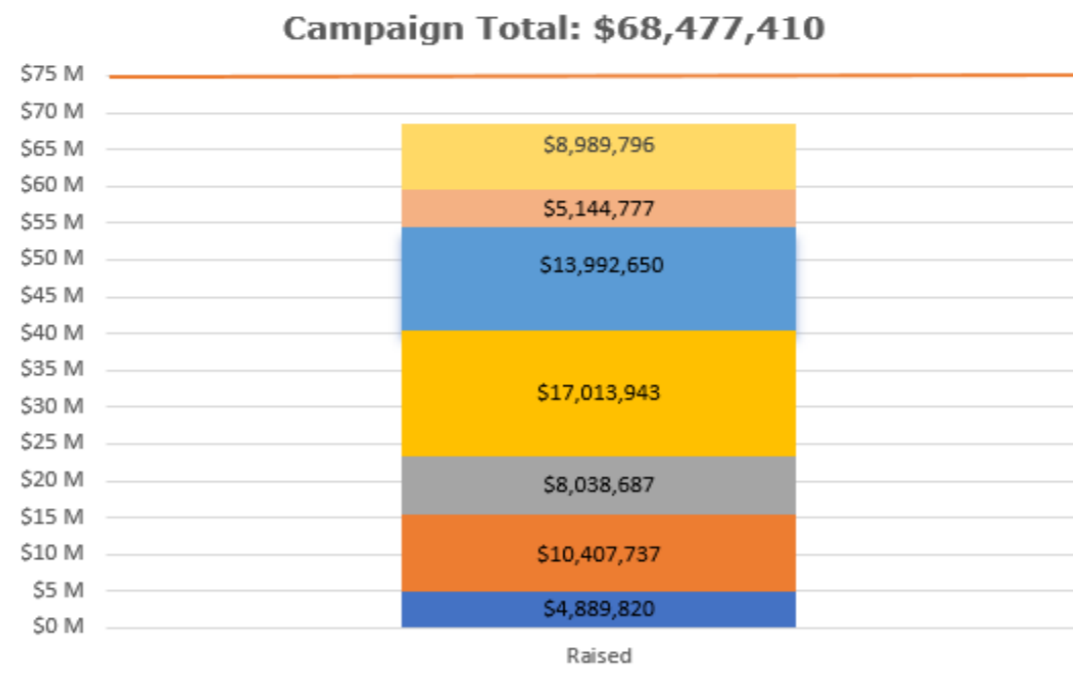
10 pm to 12 am - Bit Bar Takeover, Derby Street

Thank you for your continued leadership, advocacy and partnership as we advance Salem State University's mission and momentum.

Monthly Fundraising Dashboard Fiscal Year 2026
March 31, 2026

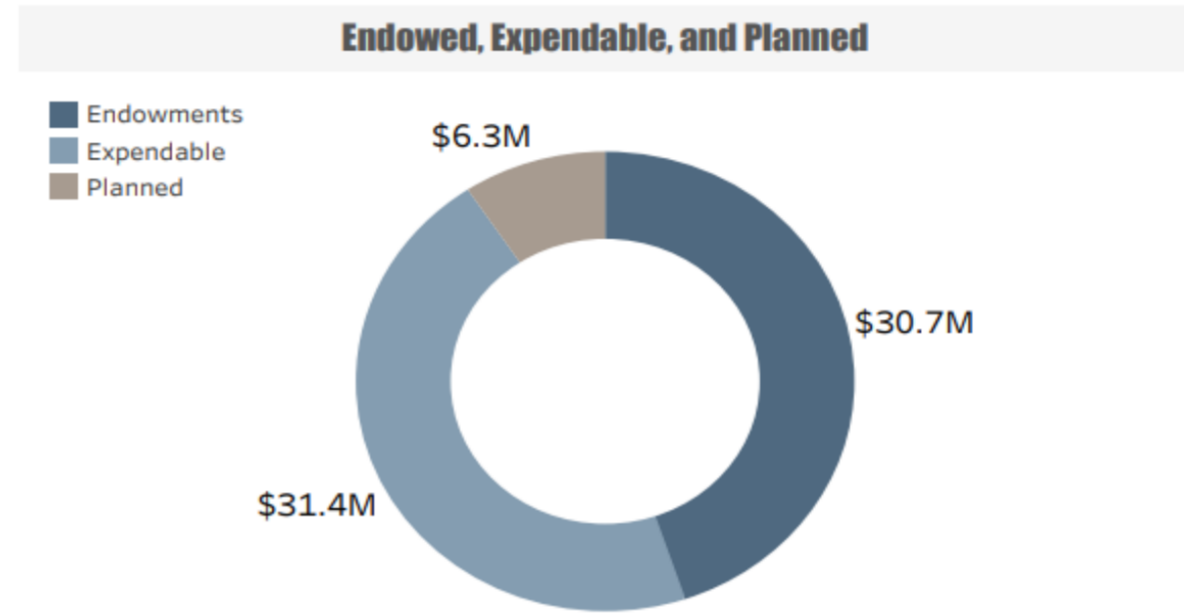
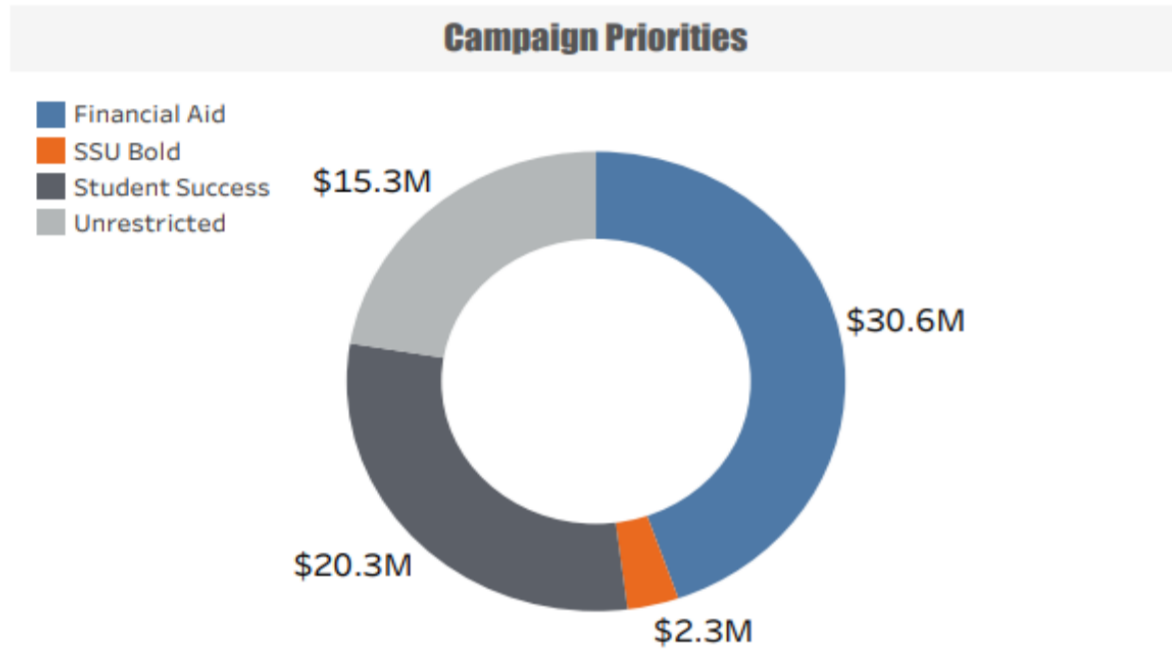
FY26 Totals: 7/1/2025 - 3/31/2026

Dollars:	\$8,989,796
Donors:	1,205
Donations:	1,503
Median Gift:	\$88
Avg. Gift:	\$5,981



Donors	Donor Base FY25	Donors Retained	% Retained
Retained from previous year	2,325	635	27%

Total: \$68,477,410 **Fundraising Analytics**



University Fundraising Priority	Goal	Total Raised	Balance	% to Goal
Financial Aid	\$20,000,000	\$30,587,349	-\$10,587,349	153%
Student Success	\$25,000,000	\$20,297,446	\$4,702,554	81%
SSU BOLD	\$10,000,000	\$2,281,043	\$7,718,957	23%
Unrestricted	\$20,000,000	\$15,311,572	\$4,688,428	77%
Campaign totals	\$75,000,000	\$68,477,410	\$6,522,590	91%

Gift Type	Goal	Total Raised	Balance	% to Goal
Endowment	\$30,000,000	\$30,730,941	(\$730,941)	102%
Spendable	\$30,000,000	\$31,396,569	(\$1,396,569)	105%
Planned Gifts	\$15,000,000	\$6,349,900	\$8,650,100	42%
Total	\$75,000,000	\$68,477,410	\$6,522,590	91%

Board Giving

Volunteer Board	Total Campaign Giving	Annual Unrestricted FY26 Participation
Board of Trustees	\$3,648,799	22%
AAF Board	\$14,664,272	32%
Campaign II Steering Committee	\$16,854,804	11%