



**GrassRoots Investment Group LLC presents**  
**THE FAMU NAA 5 ICR SYSTEM**  
*5 Initiatives, 5 Criteria, 5 Results*

**5 FAMU NAA Initiatives:**

- 1) **FAMU NAA Capital Fund**
  - a) Allow the FAMU NAA Capital Fund to serve as an alternative fund manager for funds raised through the FAMU NAA & deposited in the Famu Foundation Inc.
- 2) **FAMU NAA Industry Cluster**
  - a) Allow the FAMU NAA Industry Cluster to serve as an incubator to grow businesses financed by the FAMU NAA Capital Fund.
  - b) Allow the FAMU NAA Capital Fund to execute IPO's of FAMU NAA Industry Cluster members & Non Members.
- 3) **FAMU NAA E-Commerce Portal**
  - a) Allow the FAMU NAA Industry Cluster members to market their products & services through the FAMU NAA E-Commerce Portal
- 4) **FAMU NAA Political Action Committee**
  - a) Allow the FAMU NAA to serve as a political action committee to corporations, governments, universities, churches, and public school systems for the FAMU NAA Industry Cluster to secure business opportunities.
- 5) **FAMU NAA Educational Committee**
  - a) Allow the FAMU NAA Industry Cluster to participate in the election of FAMU's President and school deans via the formation of the FAMU ALUMNI Board of Directors

**5 FAMU NAA Criteria:**

- 1) **FAMU Undergraduate**
  - a) To represent an alumni body of 70,000 the president must be an example of the FAMU experience
- 2) **YPO Corporate Leadership Guidelines** (<http://www.ypo.org/membership.html>)
- 3) **Track Record of securing Corporate Sponsorships**
- 4) **Community Service Charitable Fundraising Track Record**
- 5) **FAMU Alumni Fundraising Track Record**
  - a) Must have extensive documented experience in fundraising accessible over the internet

**5 FAMU NAA Results:**

- 1) **Membership- FAMU NAA Industry Cluster**
  - a) Increase in Life Memberships- Companies will look at Alumni as investors and customers so they will recruit Alumni to join the FAMU NAA
  - b) Increase in Winter and Spring Meeting attendance
  - c) Increase in alumni donations
  - d) Increase in recent graduate involvement
- 2) **Money- FAMU NAA Capital Fund**
  - a) Raise Endowment Scholarship Fund to \$1,000,000.00 via FAMU NAA Industry Cluster Companies
  - b) Increasing access to corporate partnership private student loans
- 3) **Management- FAMU NAA E-Commerce Portal**
  - a) Online published Presidential Reports
  - b) Online published Annual report
  - c) No outstanding debt & Finances reconciled weekly
  - d) **Will create a [yourname@famunaa.com](mailto:yourname@famunaa.com): Offering a famunaa.com email we allow FAMU NAA Industry cluster companies and Corporate Sponsors greater fundraising opportunities for the FAMU NAA.**
  - e) Executive board copied on presidential communications
  - f) Online posting of General Membership meeting minutes
- 4) **Political Savvy- FAMU NAA Political Action Committee**
  - a) BAEO (Black Alliance for Educational Options)
  - b) NAACP (National Association for the Advancement of Colored people)
  - c) CBC (Congressional Black Caucus)
  - d) Strategic partnerships with BAEO, NAACP, CBC to influence governmental policy towards FAMU
- 5) **Public Relations- FAMU NAA Educational Committee**
  - a) Band Instrument Drive
  - b) Membership Drives at Homecoming activities & football games
  - c) Partnership with AARP
  - d) Partnership with Rattler Boosters
  - e) Partnership with JP Morgan CHASE
  - f) Secure funds for the Hurricane Katrina students
  - g) Increase funding for Alumni Audits of financial aid and registration offices