

Transition to Virtual Engagement Center for Remainder of FY25

Overview of Changes and Future Plans

Transition to Virtual Model

Starting April 1, the Engagement Center will transition to a virtual model for the remainder of FY25. Our current student ambassadors will be making calls remotely, while RNL, our third-party vendor, will continue to provide the necessary software, support staff, and employ the student ambassadors through June 30.

The Engagement Center has evolved since its start as “student calling” in the 1970s. It has been – and remains – a strong way to renew and acquire donors for UGA. As we move ahead, we continue to explore the next evolution of donor engagement through a multichannel approach.

Changes in Operations

As we move away from the physical calling center space, there are several changes to note:

- Secure Credit Card Lines: Donors wishing to fulfill their phone pledge commitment immediately via credit card will be transferred to a dedicated secure line.
- Giving Options: Donors will continue to have the options of receiving immediate text messages with a giving link, emailed pledge reminders, and mailed pledge reminders.
- Calling hours will take place: Monday to Thursday from 2:00 p.m. to 9:00 p.m. and Friday from 2:00 p.m. to 5:00 p.m. These days and times may adjust based on special calling initiatives.

Text Messaging Process

Our text messaging process will remain unchanged for the rest of the fiscal year. If you are interested in exploring texting opportunities for solicitation, engagement, and event invitations, please reach out to discuss options. Text messages need a four-week lead time prior to desired send date. The calendar is filling up fast.

Looking Ahead to FY26

As we look forward to FY26, we have multiple opportunities to enhance our Engagement Center strategy. More details will be provided regarding plans after July 1. We are also working to secure a new texting vendor early in FY26, as our current process is tied to our RNL contract.

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