



## FY23 Q2 Annual Giving Project Overview

### Anniversary Mailing and Email

**Drop Date:** The email will drop the second week of each month and the mailing will drop the third week of each month.

**Audience:** This appeal goes to FY22 and FY21 academic donors during the month prior to the month they made their gift in the previous fiscal year, and to FY22 Parent Leadership Council members who haven't renewed their gift this year.

**Overview:** This mailing is a traditional letter with a set of tech stickers encouraging donors to "stick with UGA." The goal is to renew and reactivate donors to the designation(s) of their most recent giving with the goal of upgrading their giving from the previous fiscal year.

### Matching Gift Emails\*

**Matching Eligible:** Donors who indicate they work for a matching gift employer will receive an initial email immediately after donating and a reminder email 72 hours after donating. The email directs the donor to the appropriate organization's matching gift submission form process and encourages them to submit the form.

**Unknown Company:** Donors with an unknown company status will receive an initial email 4 hours after donating encouraging them to match their gift. The email provides a link to check whether their employer is eligible and begin the submission process.

**Match Complete:** This email is sent monthly to donors who submitted a matching gift and the funds have been received.

*\*UGA faculty/staff will not receive any matching gift emails if they made the donation with their uga.edu email address.*



## Beat Week (UGA vs. Auburn)

**Drop Date:** October 3 – 8, 2022

**Audience:** All alumni, parents of current undergraduate students, current students, faculty/staff, donors

**Overview:** This digital campaign will take place the week leading up to the football game between UGA and Auburn on October 8 and will feature a competition between the two universities to see who can bring in the most donations during the challenge. The campaign will feature a series of emails, digital advertising, social media posts, phone calls and texts from the Engagement Center, on-campus

presence for current students, a special donation form and a toolkit for schools, colleges and units. The goal of this campaign is to renew, reactivate and acquire donors and, of course, Beat Auburn!

## Presidents Club Leadership Mailing

**Drop Date:** November 15, 2022

**Audience:** Donors with leadership level giving (\$1,500-\$24,999) in the last 5 FYs, current FY donors with giving between \$1,000 and \$1,499, and constituents with a high likelihood of making a leadership annual gift based on several predictive model scores.

**Overview:** This mailing features a letter from President Morehead asking donors to join/renew their membership in the Presidents Club.

## Giving Tuesday Email

**Drop Date:** November 29, 2022

**Audience:** All alumni, parents of current undergraduate students, faculty/staff, current students

**Overview:** This digital campaign consists of a single email featuring the state decals sold by the UGA bookstore which include a \$5 gift to the Georgia Fund: UGA's Greatest Needs. The email will have a holiday vibe and encourage individuals to purchase a state decal from the bookstore to show their UGA pride.



## CYE Anniversary Cleanup Mailing

**Drop Date:** November 30, 2022

**Audience:** This appeal will go to FY22 and FY21 academic donors and FY22 Parent Leadership Council members who haven't made a gift in FY23.

**Overview:** This mailing is a traditional letter very similar to the monthly anniversary mailing with the goal of renewing and reactivating donors before the end of the calendar year. Donors will be solicited for an upgraded gift to the designation(s) of their most recent giving.

## CYE Lapsed Statement Mailing

**Drop Date:** December 5, 2022

**Audience:** Alumni, parents of current undergraduate students and donors who made a gift in the last 5 FYs but have not made a gift in FY23.

**Overview:** This mailing has a holiday vibe encouraging donors to make their gift before December 31 and includes a summary of their total academic giving for the last 5 FYs.

## CYE Email Campaign

**Drop Date:** December 20-31, 2022

**Audience:** Alumni, parents of current undergraduate students and donors who made a gift in the last 5 FYs but have not made a gift in FY23.

**Overview:** This digital campaign will feature a series of 3 emails encouraging donors to make their gift before December 31 to take advantage of tax benefits in 2022.



## Engagement Center Projects

### Fall Initial Ask

**Drop Date:** Begins August 14, 2022

**Audience:** Alumni will be solicited on behalf of their unit(s) of graduation and parents of current undergraduate students will be solicited on behalf of the Honors College or the Parents Fund depending on whether their student is enrolled in the Honors College.

**Overview:** Student ambassadors in the Engagement Center will call alumni and parents of current undergraduate students and ask them to make a gift to their unit(s) of graduation or to the Honors College or Parents Fund, respectively based on constituency type. The goal of the phone program is to renew, reactivate and acquire donors and upgrade their giving from the previous fiscal year. Individuals will be pulled into leadership annual giving calling pools based on previous giving history and predictive model scores.