



## FY23 Q4 Annual Giving Project Overview

### Earth Week

**Drop Date:** April 16 – April 22

**Audience:** Select audience of parents, alumni, students, faculty, staff and friends.

**Overview:** Digital campaign to connect the audience with causes and funds at UGA that tie to Earth Week. Newsletter style email solicitation to start the week on April 16 highlighting funds from participating schools and colleges. Several school/college specific emails will be sent during the week.

### Road to Athens Email + Text

**Drop Date:** April 28 (email) and May 2 (text)

**Audience:** Alumni in Austin, TX; Dallas-Ft. Worth, TX; Houston, TX; San Diego, CA; and Tampa, FL who have not given in FY23.

**Overview:** The Road to Athens is a nationwide effort led by UGA Alumni Chapters to raise scholarships funds to get students in their area to the greatest campus on earth.

The goal in each participating Chapter area is to increase the number of UGA Alumni in those areas who have given to UGA this year. Once a chapter with an endowed fund in progress meets its participation goal, the UGA Foundation will give an additional \$10,000 in support of a scholarship that will forever support UGA students from that area. Five cities are remaining to meet their giving participation goal in the final year of Road to Athens. Gifts to any area (excluding Athletics) count for the participation goal. Participation is tracked at [alumni.uga.edu/chapters/scholarship](https://alumni.uga.edu/chapters/scholarship).

### Georgia Women Give

**Drop Date:** May 1 (Direct mail solicitation) and May 5, May 16 (emails)

**Audience:** Curated audience of women to connect with the Georgia Women Give campaign.

**Overview:** Direct mail piece outlining the new Georgia Women Give initiative. Two emails following the letter will be sent to this audience. Learn more about GWG at [give.uga.edu/georgiawomengive](https://give.uga.edu/georgiawomengive).



## Spring Leadership Mailer

**Drop Date:** May 1

**Audience:** FY23 LYBUNT and SYBUNT leadership donors, FY23 donors with cumulative giving to academic funds in the range of \$1,000-\$1,499 and Parents Leadership Council FY22/FY24 members who have not made their gifts.

**Overview:** Appeal letter from President Morehead asking donors to join or renew their Presidents Club level giving. PLC audience will receive a letter from a PLC family. Personal email follow-ups will be sent as needed.

## 1961 Club/Black Alumni Scholarship

**Drop Date:** May 7 and May 18 (emails)

**Audience:** Past 1961 Club supporters and several related affinity groups.

**Overview:** Emails connecting alumni with the 1961 Club and Black Alumni Scholarship and highlighting how much additional support the endowment needs to reach the yearly goal.

## Senior Signature Renewal

**Drop Date:** May 19, May 25, June 5 (emails)

**Audience:** Alumni who made their Senior Signature gift in 2022 (Class of 2022) and have not made a gift in FY23.

**Overview:** Emails encouraging past Senior Signature donors to renew their gift. First email will include a link to the fund they chose to support with their Senior Signature gift. Following two emails will highlight the collective impact of their gifts and how important they are to current and future students.

## FYE Direct Mail + Emails

**Drop Date:** May 25 (direct mail), May 22, June 13 and June 26 (emails)

**Audience:** This appeal will go to LYBUNTS, SYBUNTS and nondonors.

**Overview:** Vintage postcard themed “Greetings from UGA” direct mail and email series to renew donors and acquire alumni donors. Reply card will be personalized with last fund supported (if available) and a selection of funds relating to their school/college of graduation or areas of support.



## Engagement Center Projects

### Spring Calling + Second Ask

**Drop Date:** Begins January 2023 with Second Ask calls starting in mid-February. Calling concludes by June 9.

**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.

A special calling segment will focus on second ask calls to donors who made a gift in the fall of FY23 with the goal of securing a second gift this fiscal year.

**Overview:** Engagement Center student ambassadors 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 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.

### Pledge Reminders

**Drop Date:** April 4 (text message), May 8 (reminder postcard),

**Audience:** Constituents who made pledge commitments via the Engagement Center and have not yet fulfilled their pledge.

**Overview:** Postcard, text and phone calls to constituents who have unfulfilled FY24 Engagement Center pledges. These efforts are in addition to the standard pledge fulfillment reminder emails and letters.

## Monthly Annual Giving Solicitations

### Anniversary Mailing and Email

**Drop Date:** The email will typically 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:** Mailing is a traditional letter with a set of tech stickers encouraging donors to "stick with UGA." The goal is to renew or reactivate donors to the designation(s) of their most recent giving while upgrading their giving from the previous fiscal year. Email outreach is personalized for each donor.

### 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.*

### UGA State Decals

**Drop Date:** Ongoing. Refreshed information on UGA Bookstore display for commencement. Quarterly email and/or social .

**Audience:** Alumni, parents, students and friends

**Overview:** In partnership with the UGA Bookstore, UGA state decals for all 50 states plus D.C. are available. A gift of \$5 to the Georgia Fund is included with each decal purchase.



**Questions? Comments?** Sherry Abrams | Annual Giving, Senior Director | [swabrams@uga.edu](mailto:swabrams@uga.edu) | 706.542.9491