



FY24 Q1 ANNUAL GIVING PROJECT OVERVIEW

GAMEDAY BUTTONS CAMPAIGN

Drop Date: July 5 – August 22, 2023

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

Overview: This campaign will feature a series of emails, digital advertising, social media posts and a special donation form allowing people to donate to the part of UGA they are passionate about. The design and messaging will leverage the excitement for the upcoming football season. Anyone who makes a gift of \$5 or more to this campaign will receive an exclusive set of gameday buttons as a token of our appreciation. The goal of this campaign is to renew, reactivate and acquire donors.

FALL DIRECT MAILING W/ LAG VERSION

Drop Date: September 21, 2023

Audience: Alumni who have made an academic gift in the last 5 fiscal years. Alumni will be segmented into the general segment or the leadership annual giving segment based on previous giving history and predictive model scores and will only receive one version of the mailing. Alumni will be solicited on behalf of their unit of graduation. For multi-degree holders, alumni will be solicited on behalf of their most recent unit of graduation or the unit of graduation where they have more recent giving history.

Overview: This mailing is a traditional letter from the dean of the college sharing information about how annual gifts impacted the college in FY23 and the priorities for the college in FY24 with the goal of renewing and reactivating donors and upgrading their giving from the previous fiscal year.

BEAT WEEK (UGA VS. UNIVERSITY OF FLORIDA)

Drop Date: October 21 – 28, 2023

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

Overview: Technically a Q2 project, but it's time to start planning! This digital campaign will take place the week leading up to the football game between UGA and Florida on October 28 and will feature a competition between the two universities to see who can bring in the most gifts 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 Florida!



ANNIVERSARY MAILING AND EMAIL

Drop Date: The email will drop the second week of each month (July is third week) and the mailing will drop the third week of each month in August (to include July anniversary) and September.

Audience: This appeal goes to FY23 and FY22 academic donors during the month they made their gift in the previous fiscal year(s), and to FY23 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." Email is personalized for each donor to include past fund designation and a direct link to renew their support to that area again. 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. In FY23, this was a top ROI renewal method.

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.

**UGA faculty/staff will not receive any matching gift emails if they made the donation with their uga.edu email address. Matching gift emails are only sent to donors who make a gift through our online giving site: <https://gail.uga.edu/commit>.*



Engagement Center Projects

FY23 THANK YOU VOICEMAIL

Drop Date: July 19, 2023

Audience: Alumni who made an annual gift in FY23 via the Engagement Center.

Overview: The purpose of this voicemail, recorded by a student ambassador in the Engagement Center, is to thank our most recent donors for their gifts to UGA. This is not a solicitation call, however if an individual asks to make a gift or has questions, they receive information on how to call back.

RECENT GRADUATE ENGAGEMENT CALLS

Drop Date: Late-August 2023

Audience: Alumni who graduated in May 2023

Overview: Recent graduates will receive a call from the student ambassadors in the Engagement Center with the goal of updating their demographic information, connecting them to their local alumni chapter and completing the career outcomes survey if they haven't done so already. This call is not a solicitation and simply a point of engagement with our newest alumni.

FALL INITIAL ASK

Drop Date: Begins September 5, 2023

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.



COLLEGE OF VETERINARY MEDICINE CLIENT CALLING

Drop Date: September 5, 2023

Audience: College of Veterinary Medicine clients

Overview: Student ambassadors in the Engagement Center will call CVM Hospital clients to renew, reactivate and acquire donors. This is the first round of calling for CVM clients.