

A large, stylized 'U' sculpture in orange and green, set against a background of trees and a bright sun. The sculpture is made of metal and has a hollow center. The background shows a paved walkway, green grass, and several trees. A banner with the 'U' logo is visible in the distance.

NOT JUST A SCHOLARSHIP LUNCHEON

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Donor Experience, University of Miami



AGENDA

- Scholarship luncheon in years past
- Planning for the NOW
- Enhancing the overall experience
- Donors and students
- Event collateral
- Attendance
- Impact videos
- Post-event actions







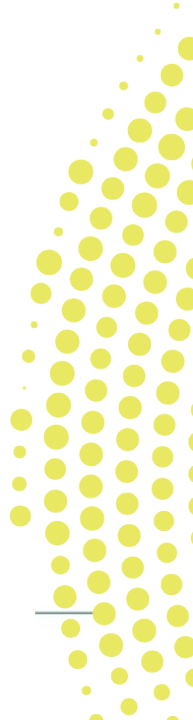


PAST EVENTS

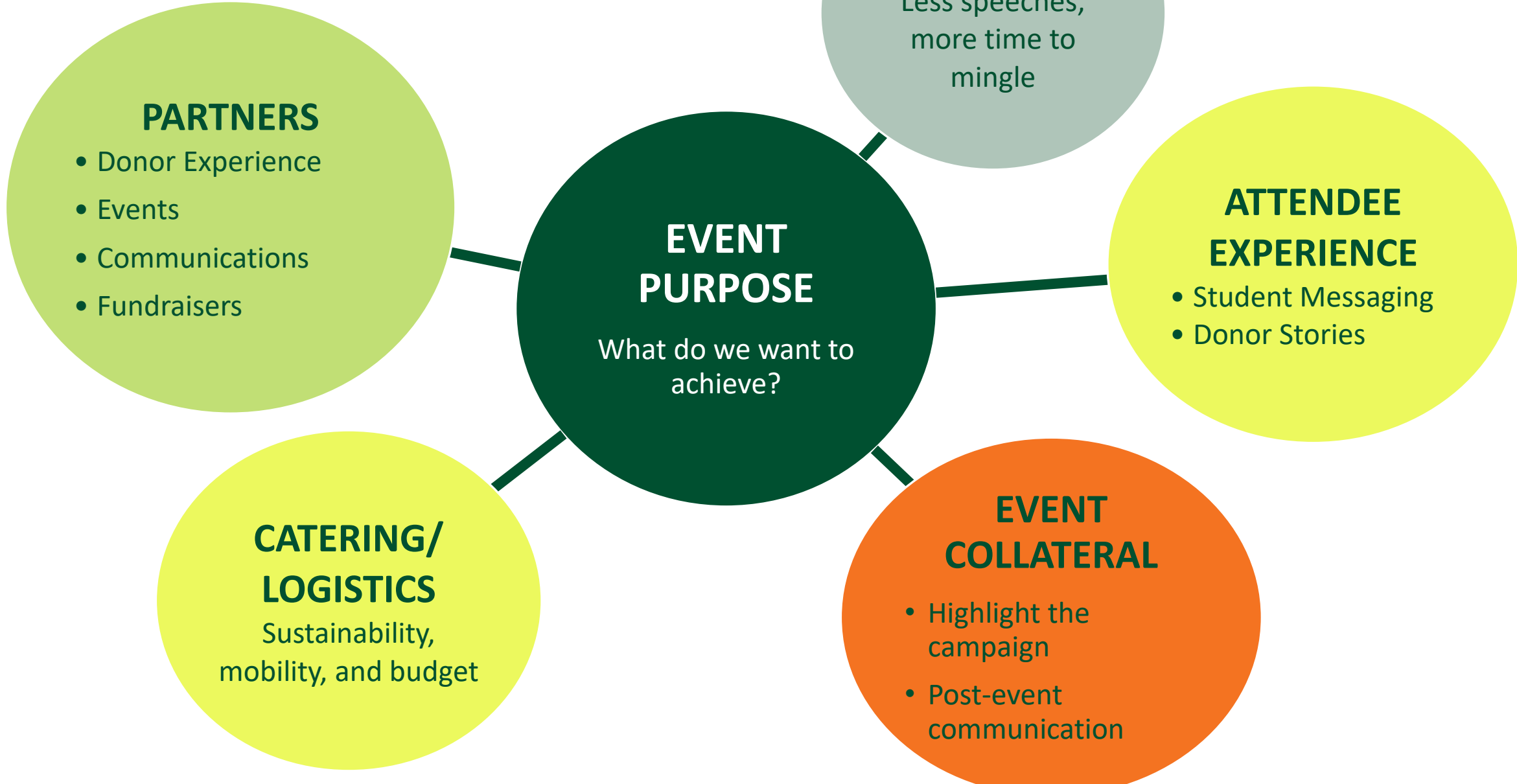
2020

- Main campus event held at the end of January
- Miller School of Medicine event was canceled. E-blast communication sent giving thanks with scholarship video

2021

- Virtual “mini-events” or donor/student meetings organized by individual schools
 - E-blast communication with video of recipients expressing thanks
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PLANNING FOR THE “NOW”





ENHANCING THE OVERALL EXPERIENCE

Comfort Level

- Surveyed invitees about willingness to attend an in-person event

Date, Time, and Location

- Identified which date and time would work best
- Moved the Miller School event to main campus

Program

- Shortened the program length
- Focused more on the students than leadership
- Increased the time for donor/student interaction

WHO'S INVITED?

- Endowed scholarship donors
- Donors who contributed to scholarships during the calendar year (\$1,000+)
- Prospects and planned gift donors
- Scholarship recipients / no guests
- Leadership: President, Provost, Deans,
- Development Officers and staff
- Sebastian the Ibis (mascot)



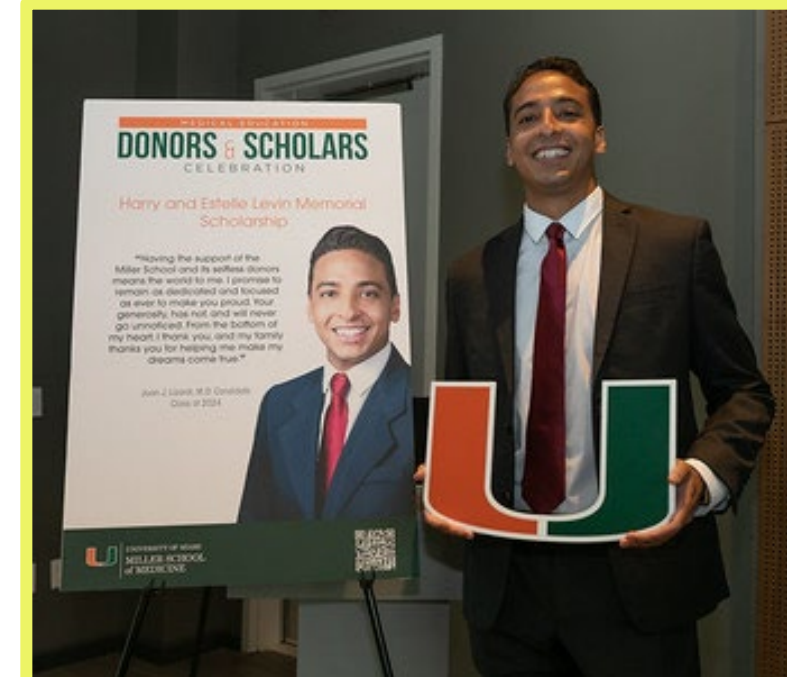
DONORS & STUDENTS

- Matched donors and students
- Assigned tables but not seating
- Asked students to serve as school ambassadors
- Enhanced donor and student interactions
- Event giveaways provided by alumni-owned businesses
- Student gifts: meal voucher or flash drive

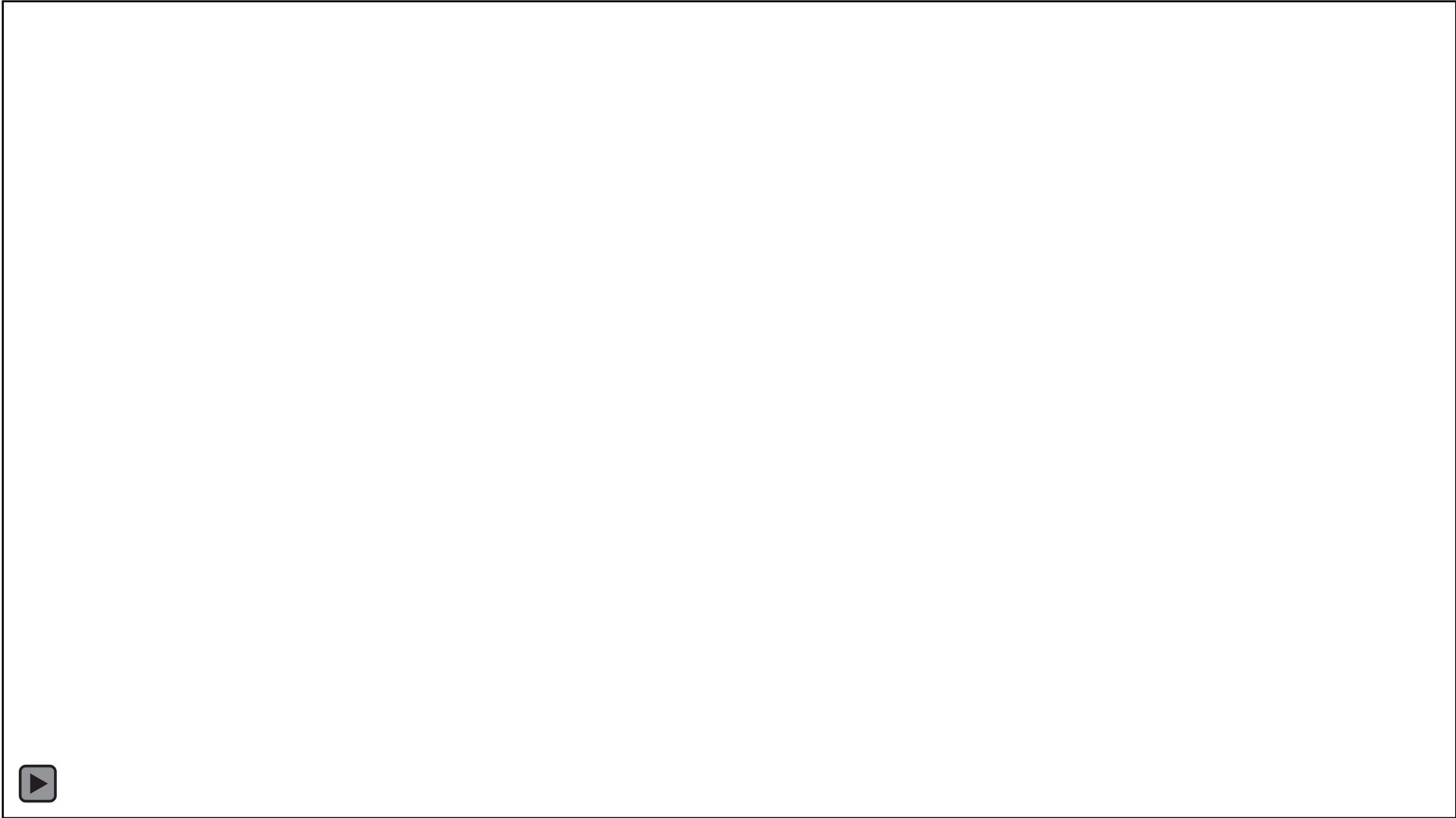


STUDENT MESSAGING EXPRESSING GRATITUDE

- Student quotes (posters and PowerPoint)
- Videos featuring student stories
- Table cards
 - Quotes
 - Donor/student ice breakers
- Hashtags for social media boost
- QR codes for easy access to websites



MAIN CAMPUS: STUDENT STORY





**Your support
makes us
stronger,
bolder, and
brighter.**



EVENT COLLATERAL

- Digital thank you messaging to attendees
- Posters and table cards with student quotes
- Note cards with ice breaker questions
- School-specific materials
 - QR code leading to the Miller School event website
 - Magazines, pamphlets, and flyers
- Campaign Branding
 - Banners for each school and college
 - Ever Brighter video
 - Campaign colors and style





CATERING

- Stations with small bites and hors d'oeuvres
- More variety and options than plated meals
- Bamboo cutlery and disposable drinkware (*great during speeches*)
- Bottled beverages and coffee cart
- Minimal table décor

EVENT ATTENDANCE

Main Campus

276 Guests Registered

235 Guests Attended

85% Show Rate

Donors: 108

Students: 78

Miller School

91 Guests Registered

77 Guests Attended

85% Show Rate

Donors: 29

Students: 35

UNIVERSITY
OF MIAMI



MILLER SCHOOL SCHOLARSHIP VIDEO

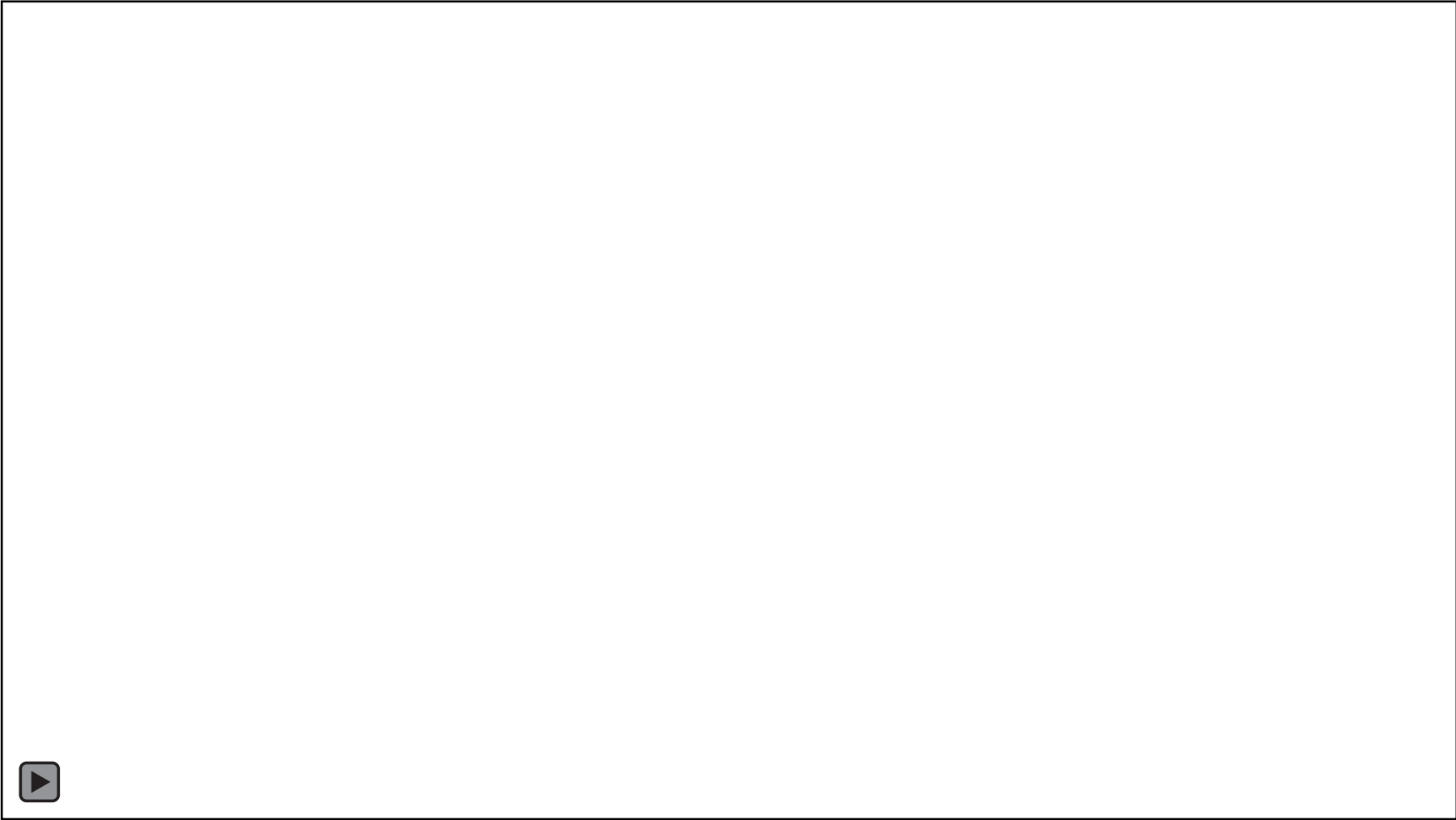




POST-EVENT ACTIONS

- Thank you messaging to **all invitees**
- Gratitude video (Miller School)
- Link to photos from the event
- Article about the events on University website
- Personal engagement from gift officers
- Survey, if applicable

MAIN CAMPUS: EVENT RECAP & THANK YOU



DONOR SURVEY AND FEEDBACK

We asked our donors about:

- Time and location of the event
- Food and beverage
- Program and speakers
- Interaction between students and attendees
- If there was enough time to interact with scholarship recipients
- If the impact of their giving was made clear
- If they would attend this event again

Overall, donors felt satisfied with the new format and the amount of interaction with other attendees.



POST-EVENT GRATITUDE VIDEO



THANK YOU!



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