



# Expressing Gratitude via Video

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 ADVANCEMENT



## Introductions

- Katie Layton, Assistant Director of Donor Relations at the University of Tennessee, Knoxville.
- Atlanta-native and moved to Knoxville a little over 3 years ago.
- When I'm not working, I'm outdoors, reading, and hanging out with my awesome dogs—Poppy and Walter.





# University of Tennessee, Knoxville

- Located in Knoxville, Tennessee
- 31,701 students (25,067 undergraduate and 6,634 graduate and professional)
- 11 colleges
  - 900+ programs of study
  - 370 undergraduate programs of study
  - 547 graduate programs of study
- Over 30,000 donors

# Wait...why am I here again?

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- Learn how to express gratitude utilizing a video component
- Educate and engage students, staff, and faculty on stewardship and the power of gratitude
- Share innovative stewardship video ideas
  - Top donors
  - Events
  - Special occasion



# What is stewardship through video?

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Customized videos to  
steward donors

Only thanking donors,  
no solicitations or  
“thanks” (thank you  
AND an ask)

Increase retention  
rates





# Who receives a stewardship video?

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- Acknowledgements
- Birthdays (for ISP donors)
- Major giving days and events (Big Orange Give, Family Leadership, Celebration of Generosity)
- One-off requests from DO's









# What is the process?

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- Identify the purpose/objective?
- Who is the audience?
- Who needs to be included in the video? Who will the donor know or have the biggest impact hearing from?
- Coordination of receiving videos
- Video editing (using Photo Legacy editor app on my PC)
- ThankView set up





# What is the strategy?

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- Customized videos to show impact
- Donor receives branded content
- A way to measure engagement and success





1 ½ minutes or less



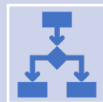
Use sparingly--don't overwhelm inboxes



Strategize and communicate with partners on what is going to who and when, etc.



Be creative! (change backgrounds, people, content, etc.)



Close the loop (share responses)









# Metrics

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## Performance Overview

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Sent: **43**

Unsubscribed: 1 (2.3%) | Spam Reports: 0 (0.00%)

Delivered: **43 (100.0%)**

Bounced: 0 (0.0%)

Opened: **32 (74.4%)** ⓘ

\*Industry Average: 21.33%

Clicked: **20 (46.5%)**

\*Industry Average: 2.63%

Started Watching  
**17 (39.5%)**

Finished Watching  
**16 (37.2%)**

Total Views  
**26**

Average View %  
**95.6%**

CTA Clicks  
**18**

Shares  
**0**

Downloads  
**0**

Replies  
**0**

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# Favorite Responses

- "Please thank the appropriate people who made this for me , very cool." (Reply from Peyton Manning – birthday video)
- "Thank you so very much for all who participated in this birthday video. I loved it and loved all that you do to make our gifts very worthwhile." (Reply from major donor, birthday video)
- "I loved the video. It made me cry!! I am so happy for all the students. It reminded me of my years at UT and how fabulous they were. I am grateful every day for my education at UTK." (Reply from donor, Grateful Vol Day)





Questions?

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