



Donor Relations and Stewardship

#GlowUp2023

BUTLER UNIVERSITY

What's it like to be a Butler donor?

- Gift Documentation
- Tiered Acknowledgments
- Tribute Gifts
- Endowed Fund Reports
- Giving Societies
- Events

Acknowledgments



Transition from Tiered Acknowledgements to Gratavid

New Process:

- \$1k+ donors with an active email address will receive a [thank you message](#) from a student through Gratavid
- \$1k+ donors without an email address will receive a printed thank you note signed by Jonathan
 - Gratavid messages can be personalized with donor name and gift area upon request and advanced notice
- \$100k+ donors will automatically trigger a Presidential stewardship request: note or phone call

Gratavid Email

Bulldogs at the Brickyard Recap




Butler University <ethornton@butler.edu>
To Adams, Kaylyn

Reply Reply All Forward [Share icon] [More icon]
Mon 8/21/2023 3:21 PM

If there are problems with how this message is displayed, click here to view it in a web browser.

Butler University

Bulldogs at the Brickyard was a blast! Donors like you make Butler the greatest spectacle in universities. Thank you, and start your engines!



Thank you to all of the Butler giving society members who joined us at the 2023 Bulldogs at the Brickyard event!

[Watch Now →](#)

If the button above doesn't work, paste this link into your web browser:
https://gratavid.com/watch?v=6b-72226944-7632-47d8-8413-3e255631d8b8&e=ad_460141744d4b911e843m=1692454687022&preview=1&ac=true&id=88c1eaw65550e772a11618e02277a3e1478e72188a69600a9e80c4d1d4

Craig Caldwell, Dean of the Lacy School of Busine...



TAP TO UNMUTE



you for your support of our initiatives at the



Craig Caldwell

friend,

Thank you for your support of Butler and our outstanding students. I invite you to continue your support in a different way, with an Annual Scholarship to one of our deserving Lacy School of Business students. Annual Scholarships are unique because they may be personally named and are able to directly benefit students studying in the Lacy School of Business.

To learn more and fill out an interest form visit our Annual Scholarship page and Max Harper with reach out with more information.

Thank you,

Craig Caldwell
Dean of the Lacy School of Business

[ANNUAL SCHOLARSHIP PAGE](#)

Example Videos



- [Named Space](#)
- [Second Time Donor](#)

Tribute Gift Process – Now Fully Automated

- Classy allows donors to send e-cards to honorees or next-of-kin via email.
- Honorees and next-of-kin should contact Kaylyn directly for detailed address lists of donors



Event Stewardship



Gratavid recap videos and post-event outreach to attendees

- Post-event outreach can complete the event experience for the donor, whether they attended or not
- Examples:
 - [Bulldogs at the Brickyard](#)
 - [Sciences Opening](#)