

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 <u>active email address</u> will receive a <u>thank you</u> <u>message</u> 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

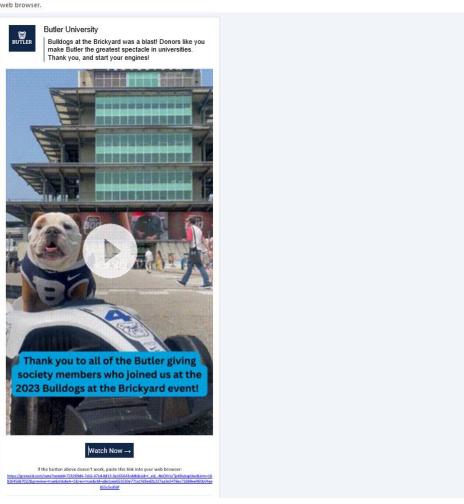


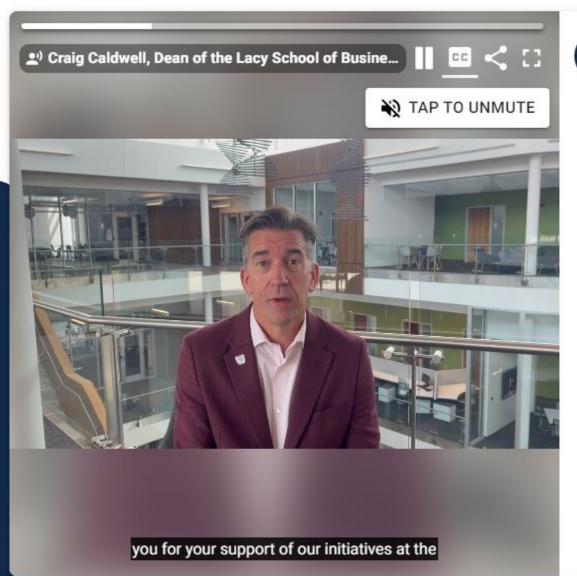


Butler University <ethornton@butler.edu>

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









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

