

# Making it Personal

*Taking Individualized Stewardship to the Next Level*

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# Donor Relations at UNCW

- Young University
- Total Enrollment: 16,677
- Endowment is \$88.1 M
- Degrees Offered: 55 Bachelor, 42 Master, 4 Doctoral
- Young Alumni Base
  
- Centralized Division for University Advancement
  - 40 team members

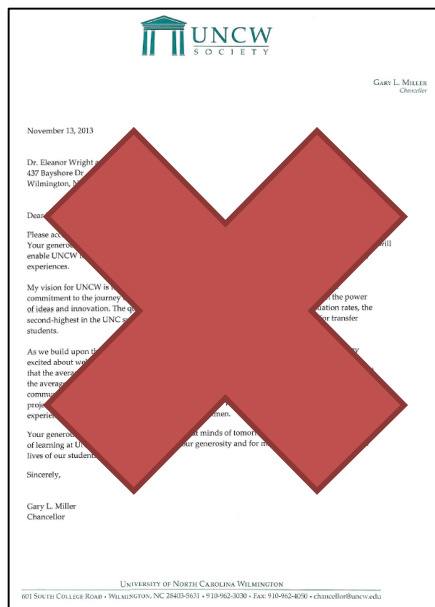
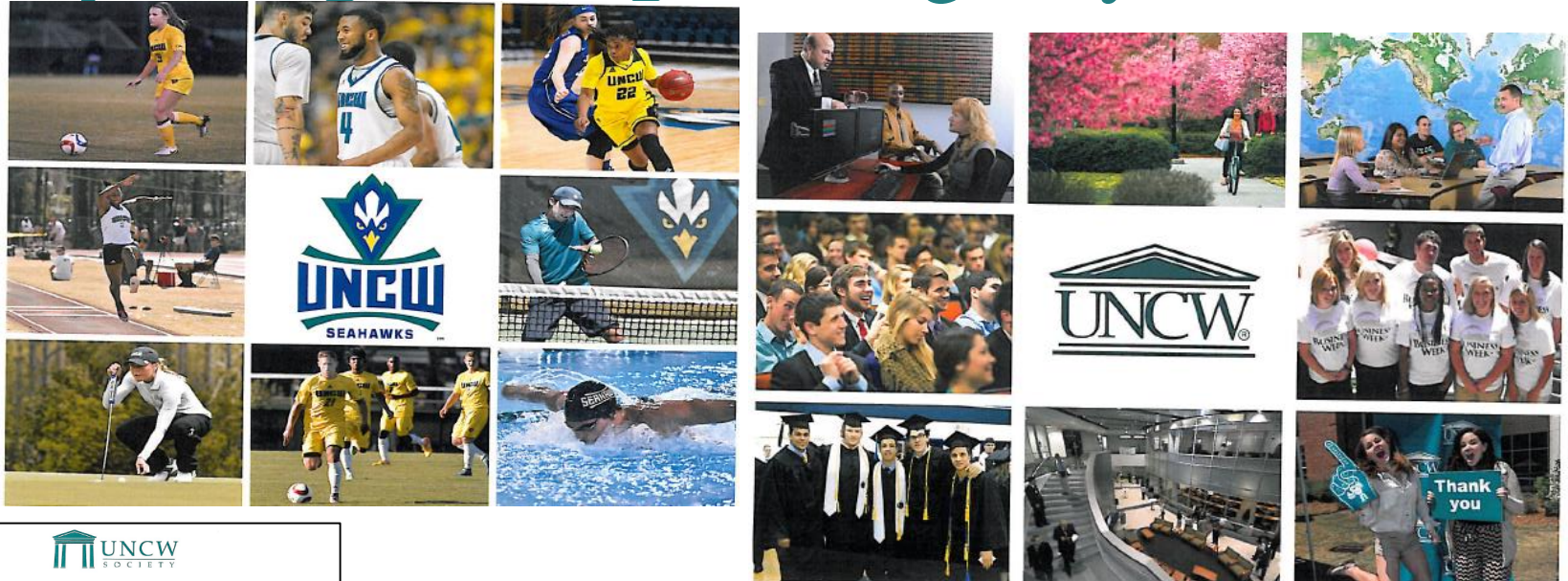
# Donor Relations at UNCW

- Easy Changes
- Getting Everyone On-board
- Annual Donors
- Major Gift Donors



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# Easy changes that go a long way!



*Chancellor-level thank you cards  
(\$2,500+)*

*ipiccy.com for the collage design*

*We send a card that  
corresponds to each gift.  
(Gift to education receives  
a Education card)*

Personalize to Include:

- Board affiliation
- Scholarship Recipient name
- Event information



*Include personal information in the merge*

# Easy changes that go a long way!

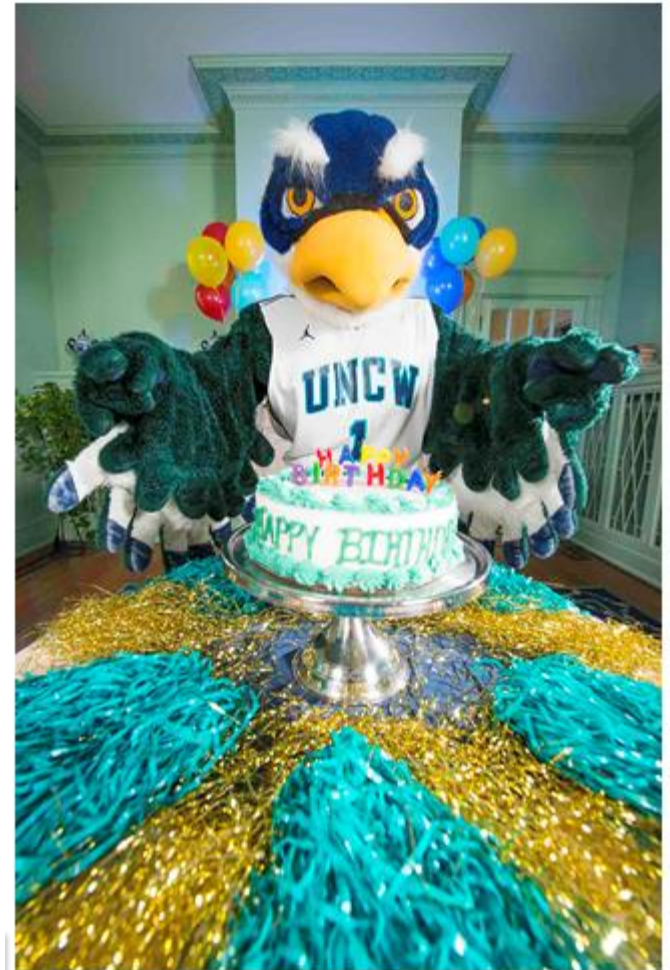


**HAPPY HOLIDAYS**  
to our Seahawks, near and far

*Claire Stanley*  
*Allen Johnston*  
*Lindsay Leroy*  
*Christy Ward*  
*P. Kevin Williams*  
*[Signature]*

*Development officer hand-sign with note*

**Happy Birthday, Meredith!**  
*You make a difference on our campus through Board of Trustees.*



# Getting everyone on board – and have them thanking you!

Work with departments across campus

- Send donor information on a monthly basis
- Develop thank you e-mail template

Featured stories on website, social media and magazine

- How does philanthropy play a role?

Take advantage of what's already happening

- UNCW Magazine – recent graduates
- Notes to Alumni
- Social Media

# What's already Happening?

Faculty Staff Campaign – Alumni Appreciation Breakfast

*Framed gift given to Alumni Donors at the event – Word.doc merge*

**UNCW**  
**SEA HAWK**  
**LOVE**  
**FOR LIFE**

**CLASS OF**  
**1997**  
**UNCW**

**Thomas M. Lee**

**HIRE DATE:**  
**07**  
**14**  
**15**

**1<sup>st</sup> gift date**  
**UNCW**  
**DONOR**  
**6/30/1992**

**UNCW** UNIVERSITY of NORTH CAROLINA WILMINGTON

# What's already Happening?

## End of the Year Highlights



Eddie, I love and read all the UNCW material. We will have a banner year in 2014.

I want to see more of you.

Best,  
Jane

UNCW, North  
a look back at  
marine life to a  
exploring uncl  
and global cha  
translational ir  
about UNCW's  
the [other ways](#)



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Dear Jane,

You are a valued member of the **UNCW Society and Gold Wilmington Society!** Because of this, I want to share with you this special end-of-year piece of our [13 biggest research achievements](#) from 2013.

I hope you enjoy reading the stories that highlight UNCW's talented students, faculty and staff. You are a part of these stories, too. Your financial support told our UNCW community that someone believed in them, someone they might not even know. We appreciate your continued support and look forward to what's to come in 2014!

With warm wishes this holiday season,

*Eddie Stuart '05M*

Vice Chancellor for University Advancement

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13 OF '13

The Stories That Defined UNCW in 2013



# Annual Donors

## Working with the Office of Annual Giving

How do we increase Alumni Donors?

# Annual Donors Campaigns

Each new alumni gift = 1 meal for a local family during the holidays. Thank

you note was signed by students in the picture.



Dear *MR. Level*

Thank you for making a gift to support UNCW last November! Because of you, a family in the Wilmington area received a healthy meal from the university's partners when it was really needed. By supporting Hawks for Hunger, you've shown that you believe in helping others. You have made a difference for UNCW students and for those within the community. For that, we are so grateful.

We wish you a Happy New Year!

Sincerely, *Nikki Rose*

*Ps. visit me some time on Monday or Wednesday.*

Student, Wilmington's Residential Adolescent Achievement Place

Thank you for your first gift this fiscal year (since July 1, 2014), because of your gift our partners donated a meal to a local family this holiday season. Please visit [uncw.edu/hawksforhunger](http://uncw.edu/hawksforhunger) for more information.



# Annual Donors Campaigns

*We tweeted thank you messages to every donor who provided a Twitter handle during the challenge. Over 60% retweeted. We also e-mailed some messages. (personalize – Athletics donors received a thank you from student athletes)*

**GIVE  
MORE**  
IN 24

**500**  
DONORS IN A DAY  
UNLOCK \$50K



UNCW Thanks You  
@UNCWthanksyou

Follow

Anna, you make a difference at UNCW!  
[@msannayoung](#) #uncw24





# Major Gift Donors Annual Event

*Holding the event during Spring Break allows us to utilize buildings that are not typical event locations, because they are normally filled with students. This makes donors feel special and provides them with access that others do not have.*





# Major Gift Donors Annual Event



*The seeds of kindness  
that you plant today  
will one day  
bloom in the hearts of all  
Seahawks you touch*

WHEN WE SAY YOU MAKE A DIFFERENCE,  
WE MEAN IT!

BECAUSE OF YOU  
**JOHN DOE**

UNCW IS A BETTER PLACE  
DUE TO YOUR GREAT COMMITMENT TO  
SCHOLARSHIPS AND TO HELPING STUDENTS  
SUCCEED; YOU HAVE SUPPORTED OVER 35  
SCHOLARSHIP RECIPIENTS SINCE 2001!



WILMINGTON  
SOCIETY



E.L. WHITE  
SOCIETY

JOHN DO '83

YOU ARE A PART OF THE UNCW STORY

1947

Establishment of Wilmington College

1968

Wilmington College became the  
University of North Carolina at Wilmington

1990

You made your first gift to UNCW

2002-2011

You served on the UNCW Foundation Board

2006

You established the John Do Scholarship

2008

You were recognized as a member of the  
Bronze Wilmington Society

2011

You became a member of the UNCW Board of Trustees

WITH YOUR COMMITMENT, MORE TO COME...

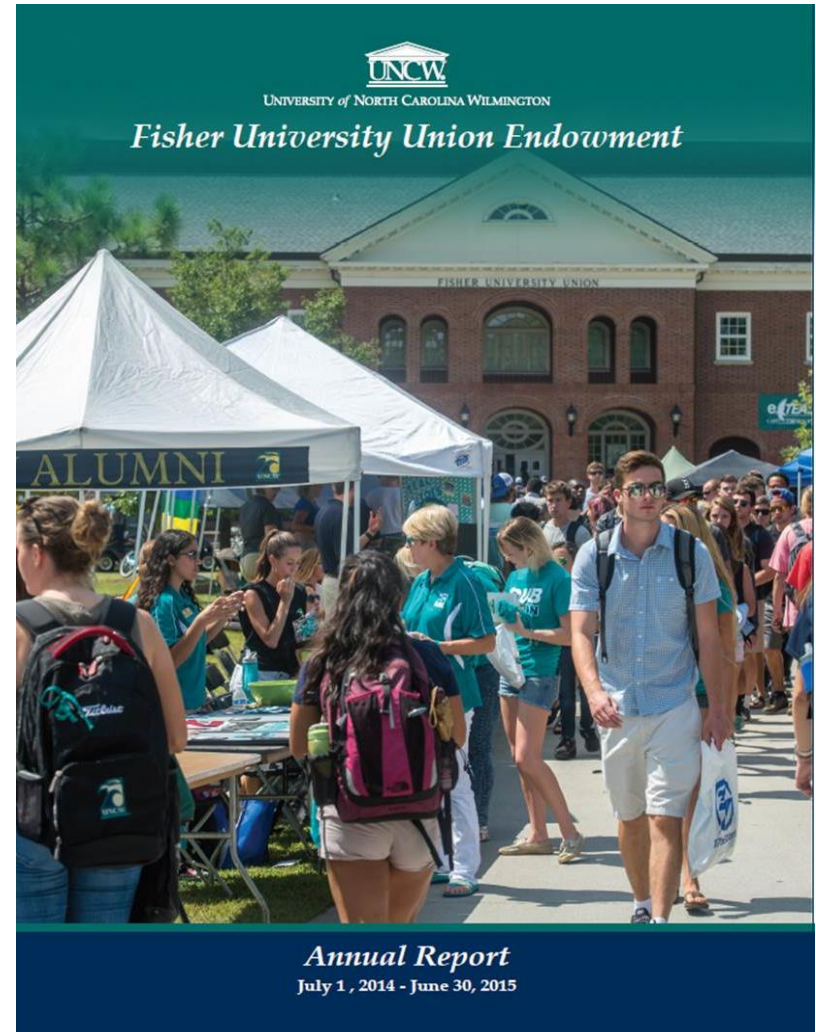
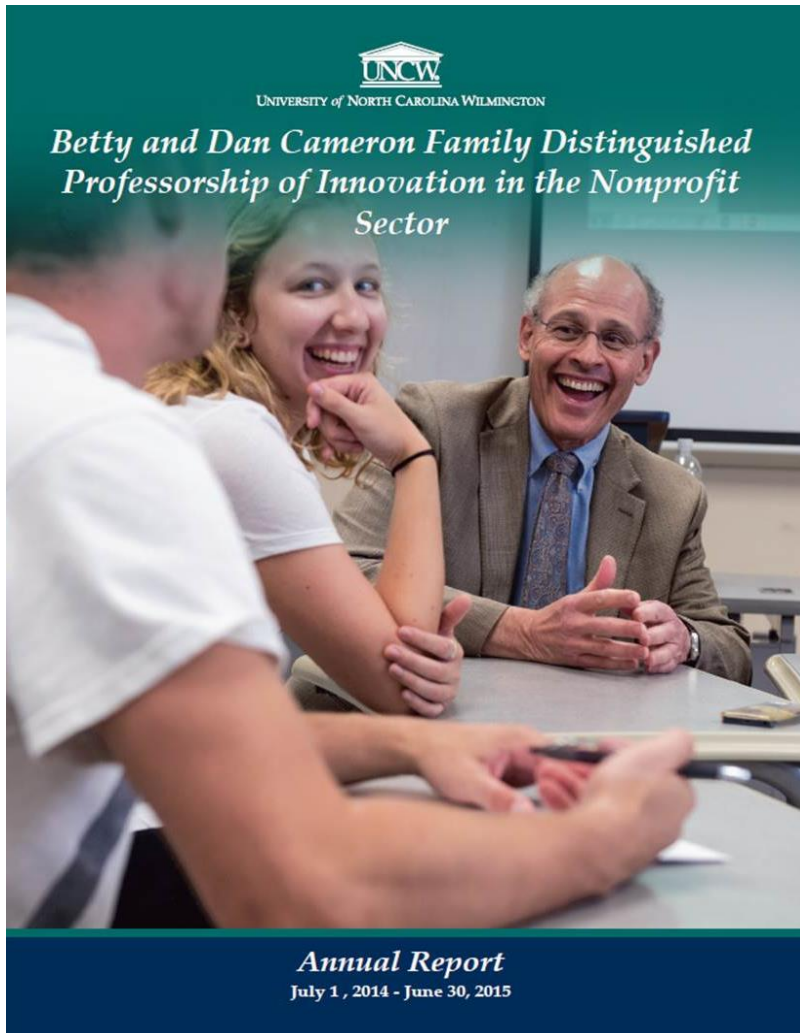
PROGRAM  
WEDNESDAY, MARCH 11, 2015

WELCOME  
Sarah Watstein, University Librarian  
Eddie Stuart '05M, Vice Chancellor for University Advancement

UNIVERSITY UPDATE  
Max Allen, Chief of Staff

RECOGNITION AND CLOSING REMARKS  
Eddie Stuart

# Major Gift Donors Endowment Reports



*Personalize front cover with photo specific to endowment.  
Merge name and data information onto document for all  
endowments.*



# Major Gift Donors – Scholarship Dinner

## Scholarship Tint ([tintup.com](http://tintup.com))

The image shows a screenshot of a Twitter feed for the hashtag #uncwscholarships. The browser's address bar shows the URL <https://www.tintup.com/t/scholarships>. A large, semi-transparent watermark in the center of the feed reads "TINT INACTIVE" with the text "Activate your TINT to remove" below it. The watermark also features the TINT logo and a small "Share Your Screenshots Using Dropbox" window.

The feed contains several tweets with photos of donors and scholarship recipients:

- Top Left:** A tweet with a photo of a dining table. Text: "Had the privilege to meet the donors of one of my scholarships! I truly am grateful for their generosity, and their assistance in helping me achieve my goals. #uncwscholarships" (User: @savemarlasinger)
- Top Middle-Left:** A tweet with a photo of a man and a woman. Text: "Beyond grateful for my donor! #uncwscholarships" (User: @dharviata)
- Top Middle-Right:** A tweet with a photo of a man. Text: "#uncwscholarships" (User: @caspernicus)
- Top Right:** A tweet with a photo of a man and a woman. Text: "#uncwscholarships with @sesaliedrew 😊" (User: @queenkelli82)
- Middle Right:** A tweet with a photo of a man and a woman. Text: "#uncwscholarships" (User: @nicolecracial)
- Bottom Left:** A tweet with a photo of a man. Text: "#uncwscholarships" (User: @kimmy2024)
- Bottom Middle-Left:** A tweet with a photo of three people. Text: "#uncwscholarships! pic.twitter.com/mOsnLX ceud" (User: @jeandrosenberg)
- Bottom Middle-Right:** A tweet with a photo of a man and a woman. Text: "So excited to have the pleasure of meeting my scholarship endowment donor tonight! #uncwscholarships pic.twitter.com/VTORLw uZD0" (User: @chelsealynn714)
- Bottom Right:** A tweet with a photo of a man. Text: "#uncwscholarships" (User: @chelsealynn714)



# Major Gift Donors Scholarship Donors



Name: Dylan Amorocho

Hometown: Washington NC

Major: Exercise Science

A TIME FOR GIVING *Thanks*



UNIVERSITY of NORTH CAROLINA WILMINGTON



# Major Gift Donors

## Scholarship Donors

Dear Mr. Pollock,

I hope that on this day, that you know that your name will be brought up at my dinner table. I give thanks to the opportunity you have provided for me & the chance to be the greatest I can be.

Kind regards, Adriana Perly

On Thanksgiving and always,  
we appreciate your friendship and continued  
support of UNCW **scholarships.**

Your *thoughtfulness* makes UNCW  
a better place for our students.

Questions?



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