

**UCLA** College

# STEWARDING AND ENGAGING FACULTY AND EMERITI DONORS

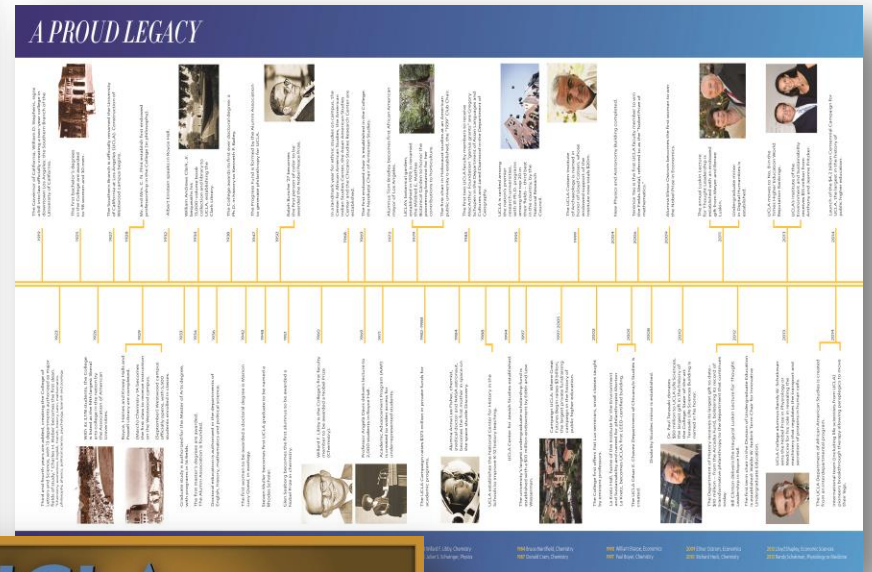
Loni Coleman Rocchio  
Senior Associate Director of Stewardship

ADRP Los Angeles Regional Workshop, February 27, 2018

# STEWARDSHIP OVERVIEW

- College Stewardship was formally established in 2012
- Key projects:
  - Annual impact reports for endowments and strategic current-use funds
  - Weekly gift acknowledgments
  - Loyal, first-time, and repeat donor tracking and acknowledgment
  - Management of the Centennial Campaign donor honor roll
  - Formal recognition plans for major donors
  - Student engagement
  - Named spaces
  - Endowed fund research and tracking
  - Faculty and emeriti recognition project

# SAMPLE DESIGN PORTFOLIO



## UCLA College Loyal Donor

### UCLA College Molecular Biology Institute



**Michele Kattke**  
2015-2016 Philip J. Whitcomb PhD '74 Scholar

Michele Kattke is a PhD student in the Molecular Biology Institute. She holds a bachelor's degree in Biochemistry, with distinction, from the University of Illinois, where she also volunteered for the Food and Drug Administration and worked as a Research Fellow for the U.S. Army Engineering Research and Development Center. She chose to pursue her doctoral degree at UCLA because of the Molecular Biology Institute's outstanding reputation, support from faculty and staff, and because of the high quality of life available in Los Angeles.

Michele is a member of Professor Robert Chubb's laboratory, where she continues the biochemical and structural characterization of bacterial enzymes and their role in pathogenesis in order to develop novel antibiotics. She writes, "After graduation, I would like to pursue research within biotechnology or government. I would like to span scientific research and entrepreneurship to develop and translate technologies into useful products and therapeutics. In an ideal scenario, I would like to research novel drug targets and improve treatment options for individuals impacted by mental illness."

"I am passionate about utilizing scientific research to realize novel discoveries and technologies that can have real impact for those in medical need. I feel extremely fortunate to receive recognition through the Whitcomb Scholarship. It is a reminder and motivator to continue to challenge myself and serve others. 33

**LET  
THERE  
BE...**

Thank you for your recent gift to the UCLA College of Letters and Science.

The College's five divisions – Humanities, Life Sciences, Physical Sciences, Social Sciences, and Undergraduate Education – are the core of the university's research programs, graduate training and undergraduate instruction.

Your thoughtful gift enables us to remain one of the world's premier universities. We are truly grateful for your generous support.

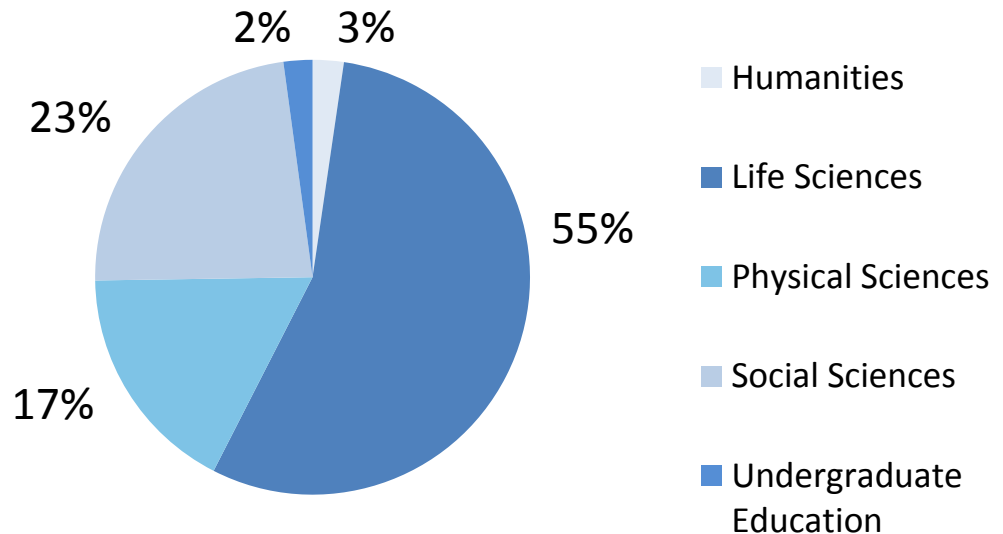
Every gift matters. Thank you.

Joseph A. Rudnick  
Senior Dean, UCLA College  
Dean of Physical Sciences

# FACULTY & EMERITI GIVING STATS

- More than 1,000 faculty and emeriti have given \$112 million to the College since the start of the Centennial Campaign *alone*
- The average Centennial Campaign gift is \$35,000
- Planned gifts account for roughly half of Centennial Campaign giving

Gifts by Division:



Step 1: Status quo

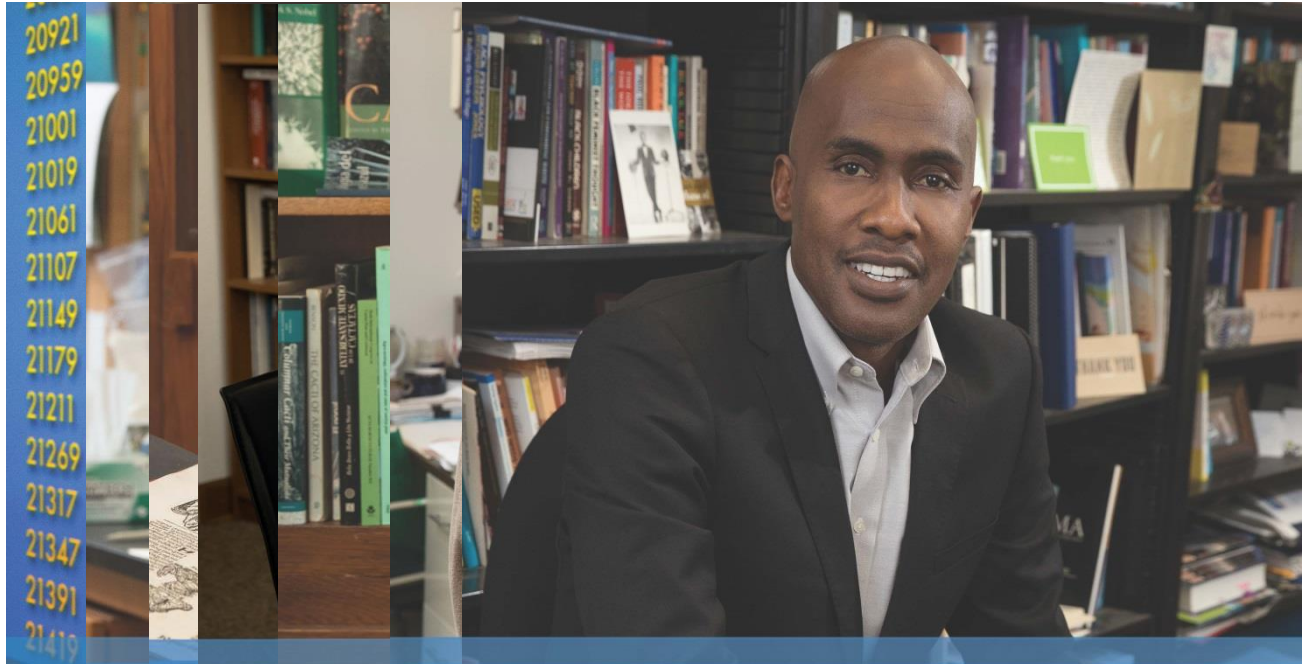
Step 2: Stewardship visits and collaborative meetings

Step 3: Develop a formal Recognition Plan

# FACULTY & EMERITI RECOGNITION PROJECT

- Five faculty and emeriti professors – one for each Division in the College – profiled each spring and fall
- Recognition pieces released through the duration of the Centennial Campaign
- Each person chosen is strategically chosen to represent a wide variety of gift types, fund purposes, academic areas, and giving levels.
- To be displayed:
  - College Report magazine
  - Posters throughout campus
  - Digital boards
  - Flyers and e-blasts
  - Social media

# FACULTY & EMERITI RECOGNITION PROJECT



## LET THERE BE *LIVES* CHANGED

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"I GIVE because the Academic Advancement Program is one of the jewels of UCLA. It sees the promise in students from challenging backgrounds – first-generation, low income, students of color, foster youth – and allows us as a campus to help them fulfill their potential."

TYRONE C. HOWARD  
PROFESSOR OF EDUCATION  
ASSOCIATE DEAN OF EQUITY AND INCLUSION  
DIRECTOR, UCLA BLACK MALE INSTITUTE  
GRADUATE SCHOOL OF EDUCATION & INFORMATION STUDIES  
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Undergraduate Education

The CENTENNIAL Campaign for **UCLA**

## THE TAKEAWAY

- Know your faculty and emeriti donors
- Every interaction is a form of stewardship
- If the process isn't working, change it
- Consider how any new project supports overall mission and goals



# QUESTIONS?

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