



The Key to Giving Day Stewardship

 ADVANCEMENT



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Big Orange Give

- 10th giving day
- Digital Only Campaign
 - Highly segmented emails and texts
- Priority is recruiting, reactivating, and retaining donors
- Incentive giving with match and challenge money
- On-campus event for students



Goal: 10,000 Gifts
Result: 10,527 Gifts

Additional Results

- We saw a 5.5% increase in gifts and a 16% increase in revenue.
- VISA, PayPal, MasterCard, and Apple Pay were our most popular payment methods
- Most gifts came from our unit/college landing pages, RecSports page, or the BOG front page
- Campus-wide participation increased with the addition of the Center for Global Engagement, the Arboretum, and AgResearch.
- 951 funds across campus received a gift
 - Our top three funds that were donor favorites were our NPR station, marching band, and student emergency fund

Day of Stewardship

- Things to Consider
 - Current Strategy
 - Data
 - Staffing
 - How to Prepare
- ThankView Examples
 - Match Donor
 - Generic
 - Senior Impact
 - Big Orange Pantry
 - Special People
 - 10 year anniversary
 - Custom Video

Day of Metrics

Year	Total Sent	Open Rate	Click Rate	Custom Videos
2017	1744	64.2% (1119)	36.6% (639)	138 (\$500+)
2018	2896	75.9% (2199)	43.2% (1250)	230 (\$500+)
2019	3700	68.8% (2544)	41.4% (1532)	172 (\$1,000+)
2020	5044	66.7% (3363)	34.5% (1741)	244 (\$1,000+)
2021	6579	75.9% (4991)	38.9% (2558)	521 (\$500+)
2022	6330	80.1% (5012)	34.7% (2169)	1057 (\$250+)

Stewardship: After your Giving Day



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After Campaign Touches

- End of Campaign Email
 - Thank you message
 - Results of the day
- Emails to donors who were matched
- Handwritten Thank You Notes
- College/Unit Acknowledgement Letters
- ThankViews for Special Projects



1st week, Volunteers made a significant investment in UT during the 10th annual Big Orange Give. **The Volunteer family came together to make 10,527 gifts**, exceeding our goal of 1,000 gifts in 24 hours.

These contributions provide resources to current and future students, open doors, and help transform our university.

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Questions?

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