

# The Magic of Storytelling

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University of Hartford

ADRP NYC Regional Conference  
March 8, 2013

# Donor Relations Program

- Provide truthful yearly financial reports; prove to the donor that you are properly stewarding their funds and you value their trust
- Help your donors feel special - recognize them at events - make them feel like dignitaries!
- Remember them on their birthdays, holidays, special occasions or send them “thinking of you” notes
- Provide them with stories of impact about their gift

# How Well Do You Know Your Donors?

- Why are they giving?
  - They feel connected
  - They can't donate time so they give money
  - To feel good about themselves
  - For tax purposes

# How Well Do You Know Your Donors?

- What are their expectations?
  - Expect credibility
  - Expect accuracy
  - Expect to be appreciated

# What is THE Story You Should Be Telling

- How has the donor's gift helped the faculty, staff, student, doctor, nurse, or patients?
- Did a club or organization benefit from the donor's gift? What new things were they able to do because of this gift?
- Is there a program that didn't exist until this donor came along? Who benefits and why?
- How has your organization changed over the years because of your donors?

**Your story doesn't have to be long  
BUT it must be meaningful!!**

# How Do YOU Find THE Story

- Talk with all kinds of people...
  - Deans, Program Directors, Athletic Directors, Librarians, Organization Leadership, Doctors, Nurses, Museum Directors
  - Alumni, Students, Staff, Patients, Patrons
  - Facilities departments

# What Do You Ask?

- Why do you work here?
  - What programs do you attend here?
  - Why do you attend our programs?
  - Why did you choose our hospital?
  - Who is your favorite professor, doctor, nurse, etc. and why?
  - What is your favorite piece in the museum?
  - What is your hope for this organization?
  - How has this organization influenced you and your family?
- 
- Ask the questions you want answered!

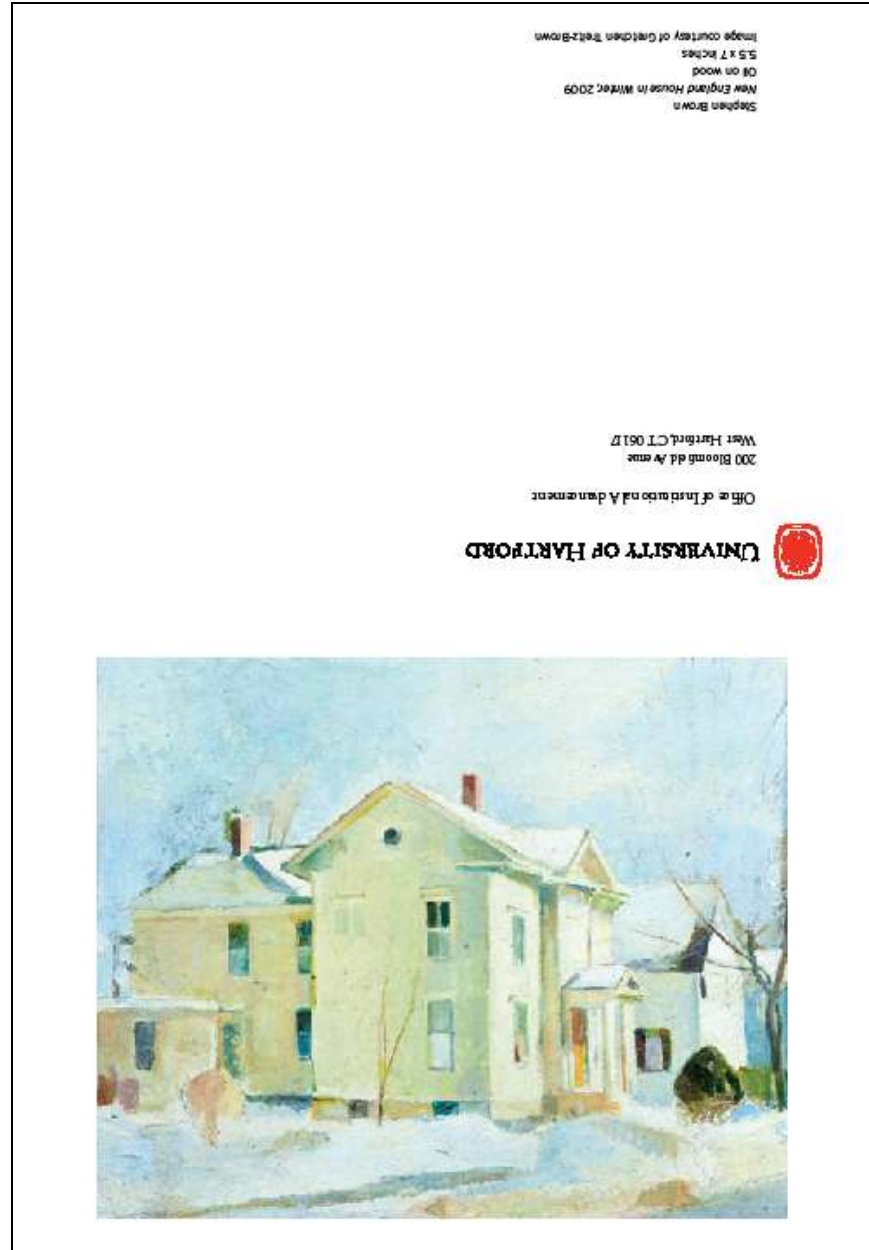
# Every Piece of Correspondence

- Is an opportunity to tell your story
- Is a chance to connect
- Is a conversation starter
- Examples



# Celebration Card

## Stephen Brown



# Celebration Card

## Stephen Brown



UNIVERSITY OF HARTFORD

Office of Institutional Advancement

200 Bloomfield Avenue  
West Hartford, CT 06117

Stephen Brown  
*Into the Light*, 2006  
Pastel on paper  
41.25 x 24.5 inches  
Image courtesy of Gretchen Treitz-Brown



# Student Scholarship Recipient Thank You Letter

Dear Mrs. Pollack-Rowell,

I am very grateful to have this opportunity to express my gratitude for your generosity in providing the Adele Wise Hartt Endowed Scholarship.

This scholarship has been a tremendous help to me over the past four years. Without it, I would not have been able to come to Hartt, where I have learned and grown incredibly.

This year I was provided with one of the best opportunities of my entire four years here. There is a special composition course called Composing for the Theatre taught by Professor Gryc. The six students selected for the course each get to write the incidental music and underscoring for one of the six plays that the drama division performs over the school year. My play was Sophocles' *Antigone*, which is one of my favorite plays. My experience working with the cast and the director, Malcolm Morrison, was terrific, and learned so much about putting on a play. The play and the music worked very well together, and the performances were a huge success. To the best of my knowledge, Hartt is the only music school in the country that offers such an opportunity, and I am very grateful that I was able to take part in it.

As an organist, I am busy preparing for my senior recital, on which I will be playing several of my favorite organ pieces, which I have been privileged to study with my teacher, Patricia Snyder, over the last four years. Due to Hartt's collaborative relationship with St. Joseph's Cathedral in Hartford, I will be performing my recital on the massive organ there.

Thank you for helping to make all these opportunities possible. The Adele Wise Scholarship made it feasible for me to attend Hartt, and that decision was one from which I have profited immensely. In future years as I continue my studies and musically grow even more, I will always remember my years at Hartt fondly and be grateful for all the knowledge I learned while there. All of which was possible, in large part, due to this scholarship.

Thank you! Sincerely, Evan



# Thank You Email sent to Annual Fund Donors



Dear Toni,

You may have recently read about a few numbers relating to the University of Hartford, most significantly the number 1 – the number of people it takes to make a difference in a University of Hartford student's life, no matter the size of the gift. Well, here a just a few more:

- 843** – The number of full- and part-time faculty supported by **YOU**.
- 4,448** – The number of full-time undergraduate students who receive institutional financial assistance supported with the gifts given by **YOU**.
- 78** – The number of credit card gifts of \$20 or more given by **YOU** to the Student Telefund during the month of December. Each was matched with an additional \$20 by University of Hartford Regent Chuck Pagano '84, for a total value of \$3,365.
- \$327,976** – **The sum of the gifts given to the Anchor Fund by YOU between July 1, 2012 and December 31, 2012. Your unrestricted gift is making a difference every day in those the University of Hartford serves. Thank you!**

Responding to the needs of our students and faculty is a University of Hartford tradition that has been carried forward for **56 years**. This is in part due to another strong tradition—your community support. Without your charitable donations to the Anchor Fund, we would not be able to offer challenging academic programs taught by prominent faculty members in state-of-the-art facilities, and we would not be able to offer students nearly as much financial assistance and programming. **Thank you for making a difference.** I can't wait to see what we can accomplish together in 2013!

Best regards,

Paul Sittard '85  
University of Hartford Regent

Da'Rel Eastling '99, M'11  
Alumni Association Board Chair

## My Favorite Donor Story – Mrs. C.

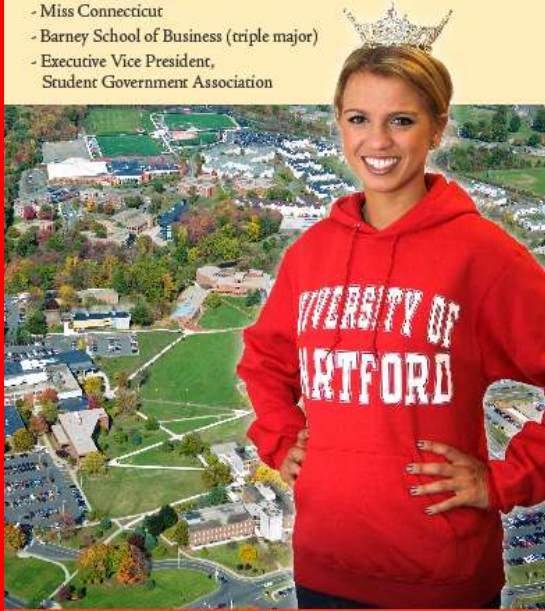



# Story Cards - Stories about People

## A Crowning Moment

Emily Audibert '13

- Miss Connecticut
- Barney School of Business (triple major)
- Executive Vice President, Student Government Association



 UNIVERSITY OF HARTFORD

"Emily is one of the most outstanding and engaged students I have ever met."

—Walter Harrison  
*University of Hartford president*

"Emily is smart, caring, and genuine in all her actions. She is warm, funny, and wise beyond her years."

—Susan Fitzgerald  
*senior advisor to the president*

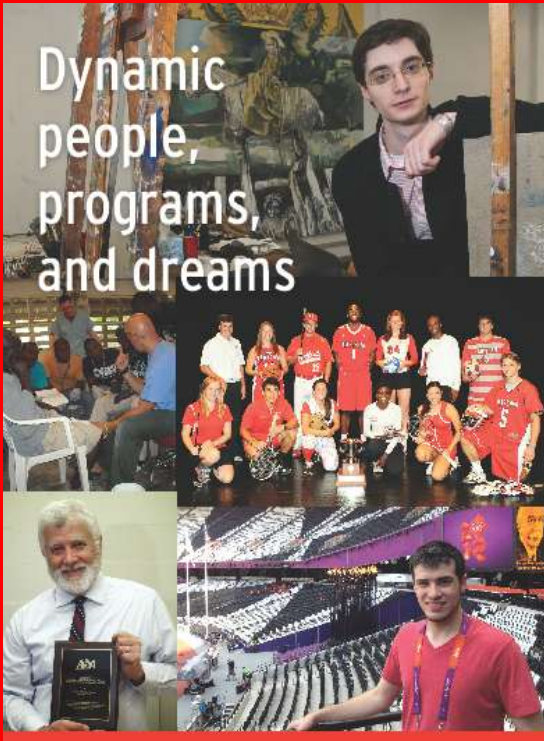
**Emily Audibert**, a senior in the Barney School of Business, was crowned Miss Connecticut in summer 2012. This title qualified her to compete in the Miss America pageant on Jan. 12, 2013.


Audibert doesn't have time to get nervous about her move onto the national stage. She is a triple major (economics/finance, entrepreneurial studies, and accounting/actuarial studies) who is serving as executive vice president of the Student Government Association.

A former student regent, Audibert has served as president of the Economics/Finance Club, has been inducted into numerous honor societies, and is a member of the University's dance team.

# Story Cards - Stories about Programs

Dynamic people, programs, and dreams



 UNIVERSITY OF HARTFORD

Not all Hartford Hawks victories come on the field or court. University of Hartford student-athletes registered the highest grade point average among nine America East schools during the 2011–12 year, thus winning the conference's academic cup for the first time in 15 years. The Hawks finished the academic year with a 3.16 grade point average.



**Woody Doane**, professor of sociology and associate dean of Hillier College, was awarded the prestigious 2012 Founder's Award for Scholarship and Service by the American Sociological Association's Section on Racial and Ethnic Minorities.

The new **Prosthetics and Orthotics** master's program has welcomed its first class, but one of its adjunct faculty members has already made a difference in the lives of others. **Paul Armstrong** recently volunteered his skill and compassion to do relief work in Haiti, training technicians and fitting patients.




The 2012 Olympic games produced lifelong memories for many medal-winning athletes—and one University of Hartford student. **Joe Dziok '14** had an invaluable experience in London, working as an intern for NBC Universal's Olympics engineering team.



**Stass Shpanin '12**, a painting major, became the first University of Hartford student in recent history to earn a highly prestigious U.S. Fulbright Student Award. His 10-month fellowship in Russia is providing him the chance to create artwork focused on recapturing the history of pre-World War I Russia.


# Story Cards - Stories About Your Organization



Since...

...its founding in 1957  
by a group of area business leaders,  
the University of Hartford has  
remained true to its mission of making  
a college education accessible to all.

What has changed dramatically is the  
physical appearance of our campus.



UNIVERSITY OF HARTFORD



The **Shaw Center**, a two-story, 10,000-square-foot addition to Hillier Hall, the oldest classroom building on the University's main campus, was dedicated in September 2012.

The \$34 million **ISET** (Integrated Science, Engineering, and Technology) complex brings together students and faculty from a variety of science, engineering and technology disciplines. The state-of-the-art facilities are designed to encourage collaboration and interdisciplinary learning.



The University's newest campus residence, **Hawk Hall**, is organized around themed communities where students live among others who share their interests or who are taking the same courses.

The **Renée Samuels Center** at the Hartford Art School allows art school students to fully explore the new media of digital technology in a space that promotes interaction among a variety of artistic disciplines.



The **Mort and Irma Handel Performing Arts Center**, located just over a mile from the Bloomfield Avenue campus, marks the stunning transformation of a former Cadillac dealership into a 55,000-square-foot facility for dance and theatre instruction and performance. Included are five dance studios, four theatre rehearsal studios, three vocal studios, and two black box theatres, as well as faculty offices, a café, a bank branch, and a community room.



# Love the One You're With

- It is far more cost effective to steward the donors you have then to acquire new ones
- The best source for your next gift is the person who gave you the last gift
- Be patient, it takes time to build momentum
- Treat your donors as if they made a heartfelt gift – because they did!

**Source: BBCon September 2012**

# Thank You!!



## Questions?

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