

Donor Relations for Annual Giving Donors

Lynne M. Wester

@donorguru

Yeshiva University

Donor Relations

Stewardship and
Impact reporting

Acknowledgment

Recognition

Engagement

Retention

Growth

Influence

Nondonors

First Time Donors



Thank you
for your
first gift!



Firsts mean a lot. Your first gift helped to provide students with scholarships and programs, fill library shelves with new publications, recruit outstanding professors and enhance classroom resources. We welcome you to our family of donors. To learn more about YU, please visit us at www.yu.edu.



Yeshiva University

Calendar Approach

- August- Champions Gate Wrap up Piece
- September- Rosh Hashanah email greeting
- October- Hanukkah Dinner Invitation
- November- Report of Donors and Donor Recognition Event
- December- Hanukkah Dinner Slideshow
- January- Invitations to YU Museum Event
- February- Scholarship Impact Piece
- March- YU Tomorrow Mailing
- April- Impact of Giving Report
- May- Commencement Invitation and Webcast

Scholarship Impact Piece



YESHIVA UNIVERSITY STUDENTS BENEFIT FROM YOUR GENEROSITY

"Your generous contributions to Yeshiva University have and continue to make it possible for individuals such as myself to remain in a Jewish environment while receiving an education, both in Judaic and secular studies, of uncompromising quality. Receiving this scholarship didn't only make a difference—it made all the difference."

STERN COLLEGE STUDENT MAJORING IN COMMUNICATIONS

"The scholarship I am receiving is incredibly important to me. My entire education would not be possible without it, and as such I know I must take absolute advantage of the learning and growing opportunities offered to me."

YESHIVA COLLEGE STUDENT MAJORING IN PSYCHOLOGY

"My dream of becoming a successful businesswoman is really coming true and it's the most exciting and exhilarating feeling in the world. I am so incredibly thankful to you for the scholarship support you have given, which allows me to accomplish all of this. I so look forward to the day I in turn can help students achieve their career dreams as well."

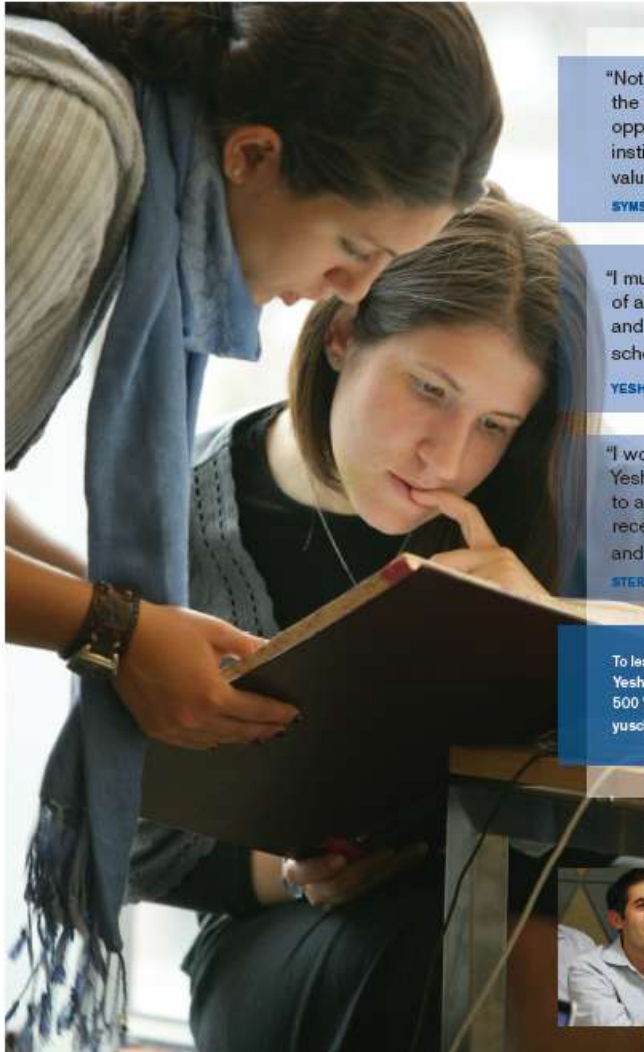
SYMS SCHOOL OF BUSINESS STUDENT MAJORING IN ACCOUNTING



Thank You
Gracias
Arigato
Wado
Shukriyya
Tודה רבה
Grazie
Tack
Ethansto polt
Danke
schön
Koşarım
Quyanaq
Cheers
Toda raba



Scholarship Impact Piece



"Not only have you afforded me the opportunity to go to a school ranked amongst the top universities in the country, you have opened up new channels and career opportunities that would have been otherwise closed had I gone to a different institution. You have ensured that I continue to hold onto the Jewish and Torah values we hold dear."

SYMS SCHOOL OF BUSINESS STUDENT MAJORING IN ACCOUNTING

"I must thank you for the generous donation that has enabled me to take advantage of all the wonderful opportunities YU has to offer. Because of the excellent education and Jewish communal leadership opportunities YU has to offer, I know when I finish school I will be prepared to make a positive impact on the world!"

YESHIVA COLLEGE STUDENT MAJORING IN PSYCHOLOGY

"I would like to take this opportunity to thank you for enabling my education at Yeshiva University. Without your support, there is no way I would have been able to acquire the wonderful secular and Jewish education I have been privileged to receive, solidified the friendships that have come about through Yeshiva University and become a contributing member of the larger Jewish community."

STERN COLLEGE STUDENT MAJORING IN COMPUTER SCIENCE

To learn more about scholarship support or to make a gift, please contact a member of our staff:
Yeshiva University Department of Institutional Advancement
600 West 195th Street, BH 713 | New York, NY 10033 | Phone: 212.960.0863 | Fax: 212.960.0059
yuscholarships@yu.edu | yu.edu/support/gratitude



Postcards

Thank You From



Yeshiva University

Esther Joel's Hamantaschen

DOUGH

- 3 eggs
- 1/2 cup margarine
- 3 teaspoons baking powder
- 3 cups flour
- 1 cup sugar

Mix ingredients together and knead until smooth. Refrigerate dough for at least 2 hours.

FILLING

- 1 pound of prunes
- 1/2 pound of raisins
- 1/2 tablespoon honey
- 1/2 orange juiced with its rind
- 1/2 pound ground nuts
- 1/2 tablespoon jelly of your choice



1. Boil the prunes and raisins together until they are soft. Grind or blend the remaining ingredients with the softened prunes and raisins in a food processor.

2. Roll out the dough and make circles with a cookie cutter. Fill center with a dollop of the filling and pinch the edges together to form a triangle.
3. Bake at 350 degrees for 18 to 20 minutes until golden brown.





Bella

Biology major
Future ophthalmologist



David

Marketing major
President, Prince Management



Sarah

Music and Graphic Design major
Future attorney



Yeshiva University

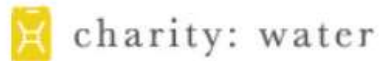
Thank You!

Your gift enables Bella, David and Sarah to achieve their academic potential this year at Yeshiva University. They are among the 75% of our students who receive annual scholarship support. Thanks to donors like you, they are able to benefit from a first-class educational experience at YU.

We would love to host you on a campus tour or introduce you to a student whose life has been enriched by scholarship support. For more information or to set up a tour, please contact us at 212.960.5376 or donorrelations@yu.edu

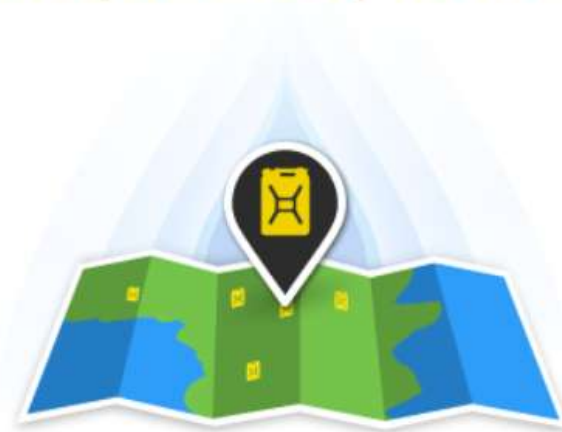
To learn more about these and other students, visit www.yu.edu/support/students

Brilliant!



Email not displaying correctly? [See it here »](#)

Hi Lynne,
we sent your money to the field.



You donated to help bring clean and safe water to people in need.
We'd like to update you on the following donation:

DONATION AMOUNT	DATE OF DONATION	WHERE YOUR MONEY WENT
\$30.00	11/27/2012	Malawi

YOUR MONEY WAS SENT TO MALAWI.

It was pooled with other donations made at that time to fund clean water projects for nearly 24,000 people living there.



More than 15 million people live in Malawi, and 17% don't have access to clean, safe drinking water.

Thanks to you, our local partner, World Vision, is busy working on 43 new and 50 rehabilitated wells in the Mangochi, Zomba, Mzimba and Ntchisi districts. Learn more about our work in Malawi [here](#) »

HOW THE PROGRAM WORKS:

This program places a strong emphasis on community and local government involvement. While construction is underway, field staff are educating communities on safe hygiene practices and helping form Water Committees to oversee the projects long after we're gone. Then, field staff will collect GPS coordinates, photos and other details for each water point. They'll send that data to us and we'll publish it on Google Maps [here](#) »

Thank you for your support.

-- *the charity: water team*

Emails



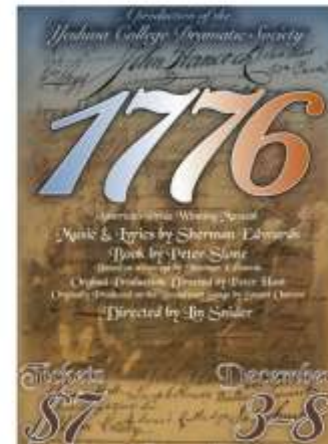
Yeshiva University will host a screening of *Footnote* at the Schottenstein Cultural Center on YU's Beren Campus. The film, scheduled for theatrical release in mid-March, won Best Screenplay at Cannes and is up for Best Foreign Language Film at this year's Academy Awards. *Footnote* explores the lives of a father and son—Talmudic scholars who find themselves in competition with each other.

Following the screening, director Joseph Cedar, an observant Jew who won Best Director at this year's Ophir Awards (the highest honor given by the Israeli film industry), and actor Lior Ashkenazi will take questions from the audience.

The men of Yeshiva College Drama Society will be presenting the musical "1776" at the Schottenstein Theater on December 3-8, 2011. It is a wonderful show about the Continental Congress and the forging of the Declaration of Independence, showing in sometimes humorous, sometimes touching, ways the humanity of our founding fathers and the risks they took to declare our independence. Come see Ben Franklin and John Adams singing and dancing their way into history!

Please join us for any of the lively and inspiring performances at the Schottenstein Theater located at 580 West 250th Street, NY, NY.

For complimentary ticket reservations please contact Debra Scheidezman at 212-960-8376 or dscheide@yu.edu.




44% open Rate!

Thank a Donor Week




Thank you so much for your generosity¹³⁰² in supporting Yeshiva University! My name is Davita, and I am currently a sophomore at Stern College studying biology, with plans to attend medical school in the future. Your support is enabling me to pursue my dream, and I would not be where I am today without you. I can't thank you enough! The greatest gift one can give is to provide someone with the opportunity to succeed, and you have done just that for me. With much appreciation, Davita Wachsstock

Video



Yeshiva University wishes you many joys in the New Year as we look forward to another year filled with milestones, achievements and meaning.

From our family to yours,
Shana Tova U'Metukah
Esther & President Richard M. Joel



Yeshiva University

Replay

WE ♥ OUR SUPPORTERS!



We made this Video Valentine Card to show how much we appreciate all of *you* for making our work possible.

Happy Valentine's Day! Enjoy...





Happy Valentine's Day to a great SU couple!

From your friends at Syracuse University

Thank a Thon

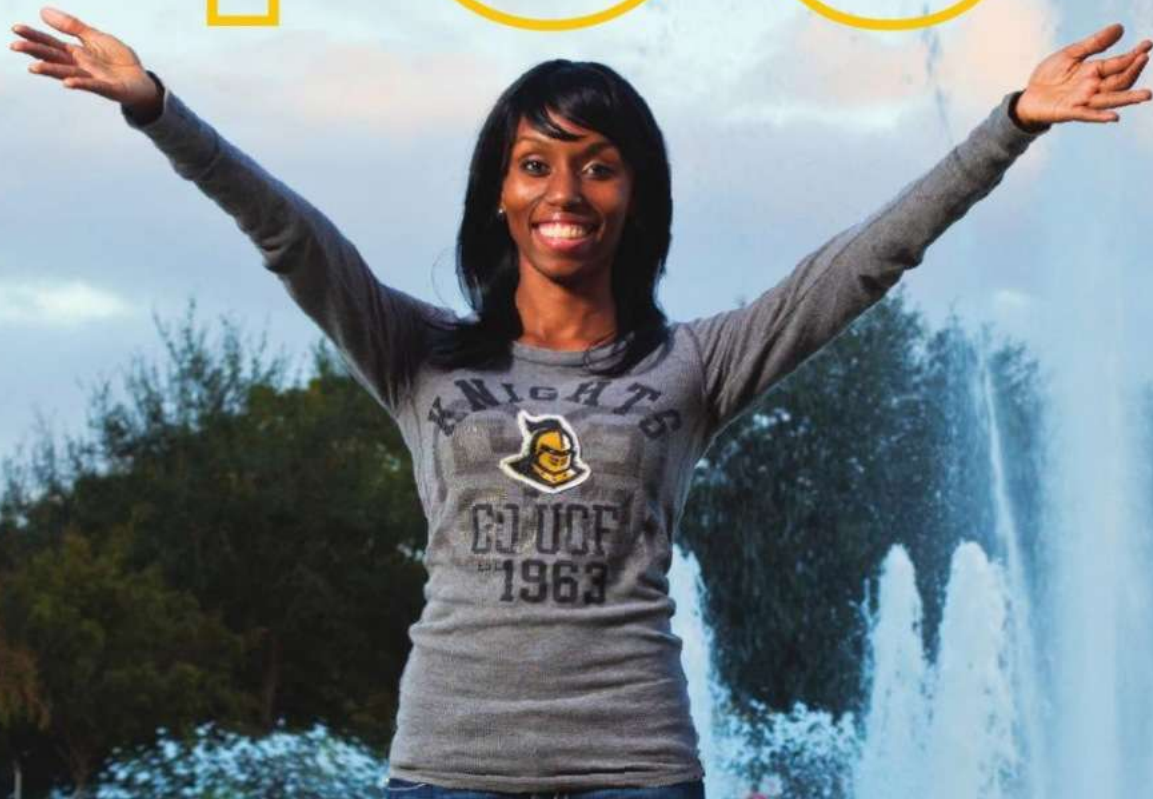




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YOU



Website

Support the University



(Left to right): A Stern student expressing her gratitude at the 2011 Scholarship Reception; another Stern student thank you for your support; Yeshiva College students preparing to meet their scholarship donors.

Donor Gratitude

Thank You for Your Support

Your generosity enables Yeshiva University to continuously lead the way in community service. We, the Office of Donor Relations, as well as Yeshiva University, thank you for your support and view you as one of the University's most valued members.

Benefactors

Every gift to Yeshiva University makes a difference but Yeshiva University benefactors, donors with lifetime cumulative gifts equating over a million dollars, have enormous impact on our schools. Benefactors enable us to implement larger initiatives and respond quickly to new opportunities. Many benefactors also serve in leadership roles at Yeshiva University. It is with utmost gratitude that we thank them for the multifaceted role they play in making sure our University is a success.



Michael Gamson, one of YU's newest members of the Board of Trustees, is proud to continue the philanthropic legacy of his father, Dr. Bernard W. Gamson, a YU alumnus, one of YU's biggest friends for many years and a longtime member of Yeshiva College's Board of Directors. Dr. Gamson passed away in 2000. [Read more about Gamson here.](#)

One of our most recent benefactors is Rhoda Levine. Levine, 76, has



[Scholarship Impact](#)

[Benefactors](#)

[Student Involvement](#)

[Meet the Donors](#)

Questions? Comments

- Lynne Wester
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