

LAWN SOCIETY QUALIFICATION & WELCOME

UNIVERSITY ADVANCEMENT DONOR RELATIONS



MILESTONE CELEBRATION

The University Advancement Donor Relations team welcomes donors into the Lawn Society when their lifetime giving and/or commitments to UVA exceed \$500,000. Qualifying donors will receive a custom-engraved wooden block, along with a card that highlights the piece's history.

These blocks are crafted from a historic ash tree that stood for over 100 years on the northeast side of the Lawn. Planted during the Rotunda restoration after the 1897 fire, the tree symbolized renewal and growth. Each block offers donors a unique and personalized piece of UVA's history.

The custom engraving includes the Lawn Society emblem (pictured below), the donor's name and graduation year (if applicable), or a custom message upon request.

Donors who qualify through an estate gift will also be welcomed into the Cornerstone Society, which honors planned gifts of any amount.



TIMELINE

WEEK 1: NOTIFICATION

Donor Relations contacts gift officers to inform of donors induction.

WEEK 2: CONFIRMATION

Gift officer confirms engraving preference.

WEEK 3: PRODUCTION

Donor Relations fabricates welcome gift.

WEEK 4: DELIVERY

Donor Relations ships Lawn Society welcome gift.

WEEK 5: DOCUMENTATION

Donor Relations enters a Contact Report detailing the interaction.

