



STEWARDSHIP AT UGA: THE BIG PICTURE

23 SCHOOLS AND COLLEGES

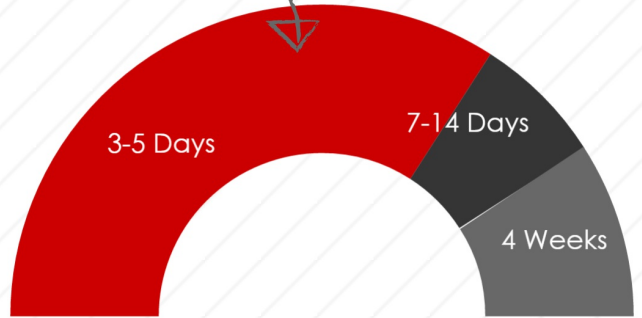
100%

OF OUR GIFTS ARE ACKNOWLEDGED

MORE THAN HALF OF OUR LETTERS ARE SENT WITHIN:
FIVE DAYS



Many Colleges vary the signature on these letters, with Directors of Development signing annual gifts and Deans signing major gifts. Additional videos highlighting the impact of gifts, hand-written notes, and year-end letters are used to strengthen communication with our donors.



Update letter templates at least once a year



Compare previous letters written to a donor for customization



Include the fund name in the letter



Acknowledge that the gift was a tribute



Personalize letter for first-time donors and/or faculty and staff donors

HOW WE SHOW GRATITUDE



17

TOKENS

Lapel pins, mugs, pens, mints, clips

91% of our units give some sort of gift to either prospective donors or current donors as a stewardship touch. Not included in this count are football Sky Suites, which are indicated in the event section.

9

MEDIUM

Books, paperweights, tea towels, flowers

6

MAJOR

Artwork, jewelry, clothing, experiences

GIFTS & TAKE AWAYS



Overlap exists in the gifts category because several schools and colleges offer various gifts dependent upon gift level.

1/3

OFFER SPECIAL STEWARDSHIP FOR NEWLY ENDOWED FUNDS



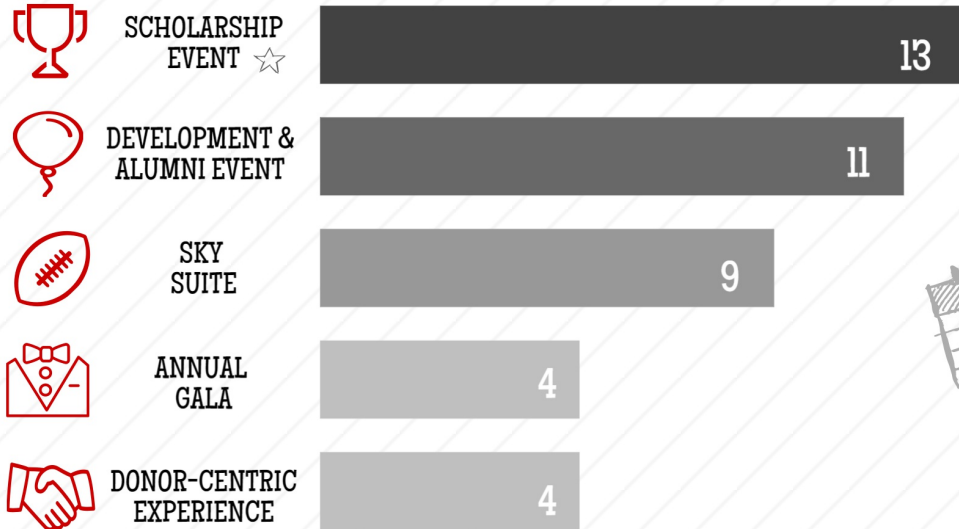
Over 25% UTILIZE THANK-A-THONS!



STEWARDSHIP

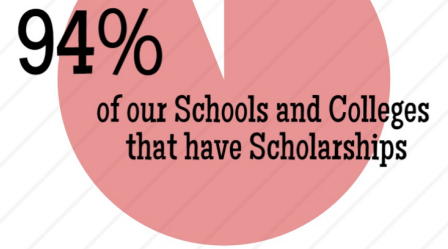
EVENTS

Over 80% of our Schools and Colleges use events and special experiences to foster relationships with our donors. Of those events, 60% indirectly steward donors via an invitation to development and alumni gatherings.



☆ The most common use of donor-specific event stewardship is scholarship ceremonies. Nine units host a ceremony for students and scholarship donors. Four plan individualized meetings for donors to meet their scholarship recipient.

ENDOWED SCHOLARSHIP STEWARDSHIP IS OCCURRING IN...



and **6**
Reach out to donors when Endowment Reports are mailed each November

90%
SEND CARDS ON SPECIAL OCCASIONS

18 HOLIDAY

13 BIRTHDAY

CHAIR AND PROFESSORSHIP ENDOWMENTS

Many Schools and Colleges mentioned case-by-case stewardship or collaboration with CFR and Endowment Report mailings. Unfortunately only three have a systematic plan for stewarding these donors.

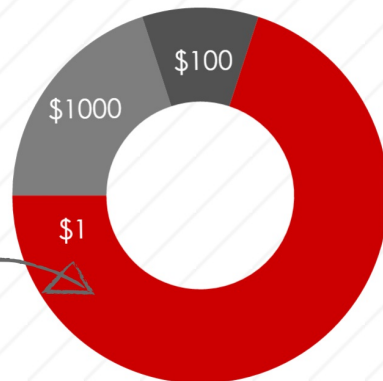
AREA FOR GROWTH

DONOR RECOGNITION

2/3 of our Schools and Colleges HONOR DONORS WITH COMMEMORATIVE SIGNAGE

12 PUBLISH AN ANNUAL HONOR ROLL

and 7 include all donors \$1 and up



56% UTILIZE THEIR OWN GIVING SOCIETIES

5

CUMULATIVE

9

PLANNED GIVING

Our goal for this project is to capture the big picture of donor relations practices occurring across campus. We hope to use this information to better support our units, encourage collaboration, and provide a baseline to enable a donor-centered environment.



SAVE THE DATE

4.28.2016

invitation to follow

Brought to you by:

The University of Georgia
Division of Development and Alumni Relations
OFFICE OF DONOR RELATIONS AND STEWARDSHIP