

## Because of You...

**An ongoing monthly series of communications to replace the magazine-like annual report**

Every month a different university leader will write a letter about what is made possible thanks to donors that includes the phrase, “because of you...” The letters will be sent monthly by email and bimonthly by mail to all donors from the previous and current fiscal year as well as all Veritas members to keep constituents informed about and connected with the university. (UA Staff can forward these letters to others, such as non-donor prospects, with a personal note as they deem appropriate.) Each letter should be 350-500 words long and include no solicitations!

A web page has been created (univ.lv/because), where all past and current letters can be accessed, and additional information can be shared when appropriate. Examples...

- Sherri’s letter highlights the new University Scholarship Fund report, which can be viewed via a link on the page.
- Risa’s letter may reference a particular scholarship recipient in just a sentence or two, and the web site could include a more in-depth profile on that student.
- Avo’s letter may refer donors to the web site to see graphs and charts related to the budget or endowment performance.

Envelopes, letters, and the web site will be branded with a consistent look and logo...

## Because of You 🐾 🐾 🐾

... so donors will learn this is something they will especially want to open and read:

Compared to a magazine-like annual report

- More positive touches (12 vs 1) spread throughout the year
- More likely to be read in entirety (less content at one time)
- Less expensive (printing/mailing 6 letters vs. printing/mailing 1 magazine)
- Workload simplified and spread out over time

After a year or so, we can survey donors to find out if they like the new format as well as who they want to hear from next and what they want to learn more about.

Potential Schedule: Mail and Email Letters      Email Only

<b>MONTH</b>	<b>SENDER</b>	<b>POTENTIAL TOPICS...</b> in addition to highlighting donor impact in their area
August	Sherri/Advancement	Introduce series; Share University Scholarship Fund report
September	Lucero/Alumni	Keeping alumni connected; Homecoming invite
October	Ken/Provost	Intro self; First impressions; Academic program changes/highlights
November	Evan/Student Gov't President	Student/Campus life; Thank you on behalf of students
December	Avo/Finance	Financial update/health; Endowment performance; Farewell/Reflections
January 2026	George Keeler/Faculty	Comm 50th; Perspective as alumnus, faculty, parent, donor
February	Laura/Financial Aid	Scholarship Stats/Importance
March	Student Scholarship Recipient	Profile; Thank you; University Scholarship Fund report
April	Alaina/Enrollment Management	Quality/quantity of applications
May	Senior Student (Mya Ray?)	Reflections on years/experience at ULV
June	Risa/President	Farewell; Reflections; Congrats new grads
July	Deans (5 Emails)	State of College; Year in Review/year ahead
August	Tony/Board Chair	Delivering on mission; 30K ft. updates; president search; gala invite
September	Jenna/Athletics	Year in review; Coaching changes; Teams to watch this year; Homecoming invite
October	Juan/Student Affairs	Incoming class highlights; Student leaders

Other potential authors:

- Academic Senate Chair
- Community Engagement
- Staff Senate Rep
- Freshman Student
- Facilities
- Donor
- New President
- Marquisha Frost