



TEXAS

THANKS DAY

FIELD GUIDE

WHY THANKS DAY?

Whether attending on scholarship, being inspired by great faculty, learning in state of the art buildings or getting opportunities for hands-on experience, every UT student benefits from philanthropy during their time on campus.

Thanks Day gives the Longhorn Family the opportunity to **THANK DONORS** for their generosity and educate the Longhorn community about the importance of philanthropic support.

Thanks to the gifts of committed and loyal Longhorn donors, we are able to start new opportunities that change the world!

2017 GOALS

COLLECT 5,140

Personalized Expressions of Gratitude (PEGs)

EDUCATE STUDENTS

A Culture of Gratitude

The Importance and Etiquette of Gratitude

Philanthropy's Effect on the Longhorn Experience

**CAPTURE VIDEO,
STORIES, AND PHOTOS**
to be used as further stewardship content

CONTENTS

You have been provided with the following materials:

NOTES

Thanks Day branded thank you cards to capture messages of gratitude.

PLACEMATS

Guidelines for participants that highlight proper thank you note format, etiquette, and example Thanks Day messages.

PENS

Including some with erasable ink to touch up any mistakes or add room for last minute flashes of inspiration.

SIGN-IN SHEETS

To keep track of those who participated in volunteering their time and sentiments to thank UT donors.

TABLE SIGN

To spread far and wide the message that donors make a huge difference in making UT such a special place.

MULTIMEDIA SHEETS

To coordinate the digital personalized expressions of gratitude created and the donors who will be receiving them.



1 GRAB THEIR ATTENTION

RECRUITERS should be full of energy and excited to encourage passersby to show their appreciation.

2 CHECK-IN TABLE

INTRODUCERS should be personable and able to explain the process of Thanks Day as participants sign in.



3 COLLECTION AREA

HELPERS should be patient and able to help participants who are unsure of what to say in their message.

4 LETTER DROP-OFF

COLLECTORS AND REVIEWERS should be detail oriented to ensure the quality of notes in real-time as they are collected.



GRAB THEIR ATTENTION



COMMON QUESTIONS/STATEMENTS YOU'LL HEAR WHILE PROMOTING THANKS DAY:

- Why am I being asked to do this?
- What am I thankful for?
- Who am I thanking?
- Why does this matter?
- Can I pick the donor to thank?
- I already pay tuition

CHECK-IN TABLE

SIGN-IN

Using the provided sign-in sheets, have each participant log their involvement. Collecting this information allows us to “close the loop” by intentionally thanking them for their time and determine overall participation data.

SELECT THEIR PEG

Once signed in, have the participant decide which type of Personalized Expression of Gratitude they would like to contribute (if providing more than one option.)

- **Thank You Note:** Hand them a card with the Donor Salutation Tag attached.
- **Multimedia:** Remove the Donor Salutation Tag from the card and have them deliver it to the Media Person, who will log it on the “Media Management Sheet.”

EID #	CITY	ORDER #
<input type="button" value="SALUTATION"/>		
An extraordinary time for the Longhorn family. Community comes together as one to thank YOU! You creates so many opportunities for our students. If you, what starts here changes the world.		
on to the success of UT Austin and its remarkable, and we want you to know it!		

COLLECTION AREA

THANK YOU NOTE TABLE SUGGESTIONS:

- Create a space **CONDUCTIVE TO WRITING**.
- Please keep tables clear of all **FOOD & DRINK**.
- Have extra **CARDS & PENS** available.
- Have the **INSTRUCTIONAL PLACEMATS & THANK YOU CARD EXAMPLES** easy to see and utilize.



LETTER DROP-OFF

WRAPPING UP THE THANKS DAY EXPERIENCE:

- Ensure the **DONOR SALUTATION TAG** is **REATTACHED** to the thank you note.
- **REVIEW** notes as they are turned in to ensure quality throughout the day.
- Have the letter drop-off location be **HIGHLY VISIBLE**.
- **DISTRIBUTE YOUR INCENTIVE** as a way of thanking participants for their time and efforts.



MULTIMEDIA PEGS

If your appreciation station is offering the opportunity for participants to craft digital messages of gratitude, please use the Media Management Sheets provided to collect the information needed to properly pair the photo/video with the correct donor.

THANKS DAY MEDIA MANAGEMENT SHEET

FILE	DONOR EID#	DONOR NAME	PARTICIPANT NAME	PARTICIPANT EMAIL	MAJOR/ CONSTITUENCY
DSC_001	00007	Mr. Smith	Hook 'Em	hookem@austin.utexas.edu	Athletics

1

FILE

Record the file number(s) or name(s) of the image/video file(s) collected for this donor. If recording through ThankView, please indicate "ThankView" in the column.

2

DONOR EID

Record the Donor EID number of who the photo/video is intended for from the Donor Salutation Tag.

3

DONOR NAME

Record the salutation of who the photo/video is intended for from the Donor Salutation Tag.

4

PARTICIPANT NAME

Record the name of the participant featured in the photo/video.

5

PARTICIPANT EMAIL

Record the email address of the participant featured in the photo/video.

6

MAJOR/CONSTITUENCY

Record the academic major of the participant featured in the photo/video or the constituency they represent.

FILE COLLECTION:

Videos recorded through ThankView are automatically uploaded for the Donor Relations team to review. After Thanks Day is complete, you will receive information about where to upload your non-ThankView multimedia files. Donor Relations will be distributing ThankView videos to the correct donors.

#UTTHANKSDAY

