Building a Culture of Philanthropy

Keith R. Fraser ’13, ’17M
Assistant Director of Corporate and Foundation Engagement
Presentation Outline

• About UNCW

• Senior Class Giving Campaign
  – History at UNCW
  – FY13 – FY17 Review
  – Culture Shift

• Employee Giving
  – FY13 – FY17 Review
  – Campus Partnerships
  – Culture Shift

• Holistically promoting philanthropy at UNCW

• Q&A
About UNCW

• Wilmington College established in 1947
• Total enrollment, Fall 2017 16,487
• 14,502 undergraduate & 1,985 graduate
• In 1968-69, by vote of the Board of Trustees of the University of North Carolina, Wilmington College became the University of North Carolina at Wilmington.
• 80,000+ alumni – 50% have graduated in the last ten years
• Consistently ranked as one of the top five best public master’s universities in the South, according to U.S. News & World Report
History of UNCW’s Senior Class Giving Campaign

• 1997-2007- The Senior Class Giving Campaign was managed by Student Affairs. Participating seniors raised money for a physical gift to the university.

• 2008- University Advancement assumed responsibility of the campaign.

• 2011- Launched university’s first student philanthropy education program, Get to Know PHIL. Began to introduce philanthropy to all students.

• 2017- Secured 717 senior donors, breaking donor, dollar and participation records for the Senior Class Giving Campaign.

• 2018 and beyond- Chancellor issues a giving challenge to all graduating students. Continuing to identify meaningful campus partnerships and intentional strategies to secure senior donors after graduation.
UNCW Senior Class Giving Campaign

Dollars

FY13 | FY14 | FY15 | FY16 | FY17

$0   | $10,000 | $15,000 | $20,000 | $25,000
UNCW Senior Class Giving Campaign

[Bar chart showing donations for FY13 to FY17]
#1. Brand

- Consistency
- Recognition
- Email and poster header
- Annual redesign to year after year

Brand font and colors

New athletics logo.
Hey Keith!

I hope you had a safe return to UNCW. I’m sure you saw my email a couple weeks ago about the senior campaign. It’s so important for us to rally as a class and support the Seahawks following in our footsteps.

Will you join the many other seniors who have already made their gift of $20.16 or more? Remember the VIP parking passes to graduation are only for the first 250 donors...

Make your gift today!

Have a good day,
Ally Kristan
UNCW 2017, Marine Biology
Senior Class President, Student Government Association
Email and Social Media Strategy

Solicitation Email (Fall 2016)
- Open rate: 56.21%
- Click rate: 5.18%
- Transaction rate: 1.86%
- Average gift: $24.33
- Recipients: 966
- Opens: 543
- Clicks: 50
- Transactions: 18
- Total raised: $437.88

Plain Text Reminder Email (Fall 2016)
- Open rate: 70.73%
- Click rate: 3.97%
- Transaction rate: 2.32%
- Average gift: $27.89
- Recipients: 1336
- Opens: 945
- Clicks: 53
- Transactions: 31
- Total raised: $864.64
Email and Social Media Strategy

Solicitation Email (Spring 2017)

<table>
<thead>
<tr>
<th>Recipients</th>
<th>Opens</th>
<th>Clicks</th>
<th>Transactions</th>
<th>Total raised</th>
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<td>1270</td>
<td>98</td>
<td>34</td>
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<table>
<thead>
<tr>
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<th>Average gift</th>
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<tbody>
<tr>
<td>61.68%</td>
<td>4.76%</td>
<td>1.65%</td>
<td>$21.47</td>
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Plain Text Reminder Email (Spring 2017)

<table>
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<tr>
<th>Recipients</th>
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<td>2028</td>
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<td>98</td>
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<table>
<thead>
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<th>Open rate</th>
<th>Click rate</th>
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<tr>
<td>71.75%</td>
<td>4.83%</td>
<td>3.3%</td>
<td>$22.55</td>
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</table>
#3. Building Campus Partnerships

Office of University Relations

2016-2017 Senior Class Giving Campaign
Building Campus Partnerships Cont’d.

Athletics

STUDENT SEAHIWAK CLUB
(UNCW Athletics’ Student Donor Society)
Just $50 for the year!

MEMBER BENEFITS

- Exclusive student SHC T-shirt
- Admittance to the reserved “Screamin’ Seahawks” section for men’s basketball home games
- Invitation to “SHSC” events
- Priority for men’s CAA basketball tournament tickets
- Priority for men’s NCAA basketball tournament tickets
- Priority for baseball postseason tickets
- Seahawk Club car decal
- Seahawk Club lapel pin
- Tax deduction

REGISTRATION

Name __________________________ UNCW ID no. __________________________
Address (home): __________________________________________________________
________________________________________________________
Email ____________________________ Phone ____________________________
Year □ Fresh □ Soph □ JR □ SR □ Grad-Student
T-Shirt Size (circle one) S M L XL XXL XXXL

MAKE YOUR DONATION □ Cash/Check □ Credit Card
□ MasterCard □ Visa □ American Express
Credit no. ____________________________ Expiration ____________________________
CVC _______________________________

Make checks payable to “UNCW Seahawk Club”
Write “Student Seahawk Club” on the memo line

*All donations must be paid in full to activate member benefits. If you have any specific questions, please contact Adam Fearing, Assistant Director of Athletic Development - Seahawk Club, at 910.962.2731 or fearinga@uncw.edu.
Megan, will you help your team win during Greek Week?

Greeks Give

University of North Carolina Wilmington

Megan, participate in the Chancellor’s Challenge during Greek Week to earn bonus points for your team!

Make a gift of $20.18 and automatically earn bonus points for your team, plus:

- Your gift will be matched, dollar for dollar, by Chancellor Sartarelli with his own personal gift to scholarships
- You can give directly to Greek Affairs, helping to provide programs for Seahawks following in your footsteps
- Enjoy a VIP parking pass and other exclusive benefits as a token of appreciation

Earn points for your team now! Visit giving.unw.edu/rocksgive

GIVE NOW

If this email and your gift have crossed, please accept our sincere appreciation for your support!

If you do not wish to receive emails at this address, please reply with your preferences.

University of North Carolina Wilmington
giving@uncw.edu | giving.unw.edu | (910) 893.7013

Unsubscribe | Privacy Policy
800.413.678
Building Campus Partnerships Cont’d.

And the list goes on . . .

**Hottest Homepage Headlines**

- UNCW Receives Largest Corporate Gift Commitment in University History (May 1)
- UNCW Celebrates Class of 2017 with Spring Commencement Ceremonies (May 6)
- UNCW’s Class of 2017 Shatters Giving Campaign Record (April 28)
UNCW Employee Giving

Dollars

<table>
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<tr>
<th>FY13</th>
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<th>FY15</th>
<th>FY16</th>
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<td>$0</td>
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<td>$0</td>
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UNCW Employee Giving

Donors

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<th>Year</th>
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<th>FY15</th>
<th>FY16</th>
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<td>500</td>
<td>600</td>
<td>700</td>
<td>800</td>
<td>900</td>
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</table>
#1- Brand
Brand

UNCW’s employee giving video highlights a cross-section of key campus stakeholders who share their “why” story—reinforcing our brand.
#2. #GivingTuesday Employee Challenge & Campus Partnerships

- All full-time UNCW employees who were not actively enrolled in payroll deduction were eligible for a match if they enrolled for 12 months.
- All employees were invited to a #GivingTuesday Celebration where they were able to write holiday cards to troops, learn about community service leave and drop off pre-registered gifts for the Angel Tree.
#GivingTuesday Employee Challenge Results

- ~90 employees enrolled in payroll deduction giving and committing $15,000 to various areas of campus.

- Employee donor count carried over from FY17 to FY18.

- 50% of employees who payroll deduction expired in December 2017 renewed their gift until further notice.
#3. Segmentation, segmentation, segmentation

**Targeting employees as lybunts:** In September, all prior fiscal year donors receive a special calendar in inter-office mail thank you note. Payroll deduction and giving forms were inserted to any employee who has yet to make a gift this fiscal year.

**Results:** 20% increase in employee donors and 17% increase in employee dollars by end of September, FYTD.
#4. Alumni Employees

- Approximately 650 full and part-time employees are also alumni of UNCW. About 1/3 of full-time alumni employees make a gift each year.
- Building a sense of community, outside of your 8-5
- Partnership with Alumni Association (i.e., campus invites)

What is your favorite color?

A. Teal
B. Navy

[Image of a t-shirt with text: I AM PHIL. UNCW ALUMNI DONOR]
#5. Stewardship

Mr. Keith R. Fraser  
5104 Everette Ct  
Wilmington, NC 28412-5198

Dear Keith,

As UNCW continues to celebrate 70 years of Seahawk excellence, I must acknowledge the important role you played as a proud employee donor in 2017. Much of UNCW’s success and accolades can be attributed to the generosity of donors like you. In addition to the meaningful work you do each day, your support provides opportunities for current and future students to obtain a well-rounded UNCW experience.

Enclosed is a personal statement that summarizes your charitable gifts to the University of North Carolina Wilmington from January 1, 2017, through December 31, 2017. Should you have any questions, please contact University Advancement at (910) 962-7363.

Our vision as an institution is to be recognized for excellence in everything we do – from developing a global mindset to actively engaging our local community. Donors like you allow UNCW to foster and cultivate community and global partners, prepare students for an ever-changing workforce and promote innovation as our campus remains student-centered at its core. It is my hope that you will have a rewarding and wonderful 2018 at UNCW!

Thank you for your involvement as a UNCW Society and Clocktower Society member, and for supporting our university’s tradition of excellence.

Sincerely,

Eddie Stoots '05M  
Vice Chancellor for University Advancement

Enclosure
Pulling it all together . . .

✓ Student philanthropy meets employee stewardship. Thank employee donors during your student “tag” days.

✓ Student or employee scholarships highlighted for on-campus philanthropy asks.

✓ Identify key campus partners to weave in philanthropy.

✓ On-campus events highlights student and employee donors. Name tags and class years go a long way.

✓ Consider students, seniors, employee lybunts, alumni employees as separate segments and consider employee solicitations for using various channels (i.e., giving days, email, direct mail, campus events, etc.).
Questions?

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