

TRACK SESSION 6:

Thank a Donor Day / Crowdfunding /
Giving Day Discussion

Moderated by:

Tim King, The Ohio State

Karen Johnson, University of Florida



HOUSEKEEPING

Please turn phones to silence

Volunteer needed to time & take notes

When speaking, please identify yourself & speak up

Keep comments to 1-2 minutes

Have fun. Share ideas. Network.





Day of Giving

Focus on projects that are cause-based and appeal to emotions

2017 – 36-hour period, one cause

- Veterinary Outreach Program
 - Dollars - \$5,173
 - Gifts – 91

2018 – 36-hour period, one cause

- Save Shelter Animals
 - Dollars – \$15,408
 - Donors – 292

2019 – 24-hour period, Animal page w/ three causes

- End Global Rabies
- Help improve emergency care for pets
- Save Shelter Animals
 - Dollars – \$15,596
 - Gifts – 228

Opportunity to acquire new donors outside of alumni and client constituent bases



<https://dayofgiving.osu.edu/giving-day/9996/set/894>



STAND UP AND HOLLER

INFORMATION / GOALS

- First giving day challenge for UF
- Social media & email campaign
- University wide initiative
- 5000 gifts, 24 hours
- No dollar goal

RESULTS

- 11,535 gifts totaling more than \$12.6M
- VM- 142 gifts totaling \$42,279
- Ranked 23 of 34 colleges





How can your team leverage your university's Giving Day?

Qualification – Discuss your cause or fund as a way to qualify donors whose passion and interests align with your Giving Day efforts.

Cultivation – Close a leadership-level test gift to help cultivate a major donor towards a larger gift in the future. Donors can see the impact of their gift, and stewardship efforts can begin in advance of a major gift ask.

Stewardship – Giving Days can be used as a creative way to steward a major gift donor who is supporting your cause. You can highlight their story as a testimonial or possibly use their gift as a match.

Lingering Money – Giving Days can be used to close pledges or planned gifts that have been in discussion but have yet to be documented. This is an opportunity for a major donor to join others in documenting their gift and having a larger impact.

Matches via Cash Gifts – Statistics show that donors are 20 percent more likely to give when a match is available.



Crowdfunding Projects

West Virginia Student Scholarship Fund

- Scholarship established in lieu of contract program
- Month-long digital campaign – February 2019
- Filmed videos of current scholarship recipients
- Created social media toolkit for ambassadors and asked alumni and donors to share via personal and practice accounts
- \$5,000 match
- Raised \$14,820 of \$25,000 goal
- <https://buckeyefunder.osu.edu/project/13782>





The Ohio State University Veterinary
Medical Center

June 24 · 🌐

👍 Like Page ...

Many pets and their families' lives have been impacted by the incredible work and dedication from Dr. Meghan Herron and our behavior service. Fletcher's family is grateful for her understanding and support.

You can support the VMC and thank your Ohio State veterinarian like Dr. Herron by making your impact on Thank Your Veterinarian Day June 26. Make a gift, write your note, and share the impact your veterinarian has on your pet's life.

Learn more: <https://buckeyefunder.osu.edu/project/15069>

"Special thanks to Dr. Meghan Herron for her incredible help with Fletcher. Her kindness, patience, and understanding are amazing. Dr. Herron offered such wonderful support. Thank you"

#TYMYOSUVeterinarian

Thank Your Veterinarian Day

- Second annual campaign
- Direct mail and digital/crowdfunding campaign – June 2019
- Audience – VMC clients of the last two years / client donors of the last two years
- Results - \$9,275, 144 donors
- <https://buckeyefunder.osu.edu/project/15069>

Future Crowdfunding Project Ideas

- VMC service equipment needs from wish lists
- Memorial Brick Program
- RDVM Pet Memorials



GRATEFUL GATOR DAY

Grateful Gator Day is a student-focused event organized by the UF Foundation and select college/units across UF Campus.

The event serves to educate students on the importance of giving, the positive impact donor support has on their lives at UF and encourages the growth of appreciation and gratitude throughout the UF campus community.

During the event, students write personalized thank you notes, take photos with thank you signs and participate in video thank you messages to those who have given to UF.

<https://www.ufl.edu/c/ggd2018/>



GRATEFUL GATOR DAY

INFORMATION / GOALS

- 2ND Grateful Gator Day
- University wide initiative
- Social media, email, mail campaign
- Goal was to increase thank you notes to donors (of any fund)
- Colleges host their own event

RESULTS

- Around 150 cards mailed to donors
- Carnival themed
- Popcorn, sno-cones, games, free shirts and photo booth (backdrop)
- Event cost around \$1300
- Plan to include faculty/staff



THANK YOU TIPS

1. WHERE DO YOU BEGIN?

- SAY THANK YOU.
- INTRODUCE YOURSELF.
- TALK ABOUT YOURSELF AND INCLUDE ANY RELEVANT PROGRAMS, STUDENT ORGANIZATIONS, STUDENT PROJECTS, AND WORK OR LEADERSHIP EXPERIENCE.
- INCLUDE YOUR PLANS AFTER GRADUATION.

2. WHY ARE YOU GRATEFUL?

- IF YOU MET A DONOR, WHAT WOULD YOU TELL THEM YOU ARE GRATEFUL FOR?
- EXPLAIN HOW DONATIONS ARE ENHANCING YOUR EDUCATIONAL EXPERIENCE.

3. THANK YOU, THANK YOU!

- END WITH A THANK YOU AND LET THE DONOR KNOW HOW MUCH YOU APPRECIATE THEIR GENEROSITY.
- RELAY A SENSE OF COMMITMENT TO DO WELL WITH THE DONOR'S INVESTMENT.

4. REMEMBER

- WRITE LEGIBLY.
- BE SINCERE.
- EXPRESS ENTHUSIASM.
- SIGN YOUR NAME.
- CHECK FOR SPELLING & GRAMMATICAL ERRORS.
- IF YOU MAKE A MISTAKE, USE ANOTHER CARD.

CARNIVAL PASSPORT

Complete the activities below & get a free
sno-cone & t-shirt (while supplies last).



Write a thank you
note to a loyal
VetMed donor.

1



Take a selfie & tag us!
#UFDVM4LIFE &
#GRATEFULGATOR

2

SELFIE STATION

SHARE YOUR PHOTOS &
MESSAGES WITH US @

#UFDVM4LIFE
and
#GRATEFULGATOR



JOIN THE CVM OFFICE OF ADVANCEMENT
FOR A

GRATEFUL GATOR DAY CARNIVAL

APRIL 11, 2018 | 11AM-2PM
VAB COURTYARD



**FREE
T-SHIRTS, SWAG,
SNO-CONES
SNACKS, & FUN**

QUANTITIES ARE LIMITED & ONLY FOR STUDENTS
WHO WRITE THANK YOU NOTES TO DONORS

EMAIL ADVANCEMENT@VETMED.UFL.EDU WITH QUESTIONS

DID YOU KNOW?

DONORS MAKE THE
FOLLOWING POSSIBLE:

SCHOLARSHIPS | CLINICAL SKILLS
LABORATORY | SHELTER MEDICINE,
WILDLIFE & PET SAMARITAN CASES | LAB
SUPPLIES | LAB COATS | PRODUCTS FOR
YOUR PETS | TECHNOLOGY | CORPORATE
MEMBERSHIP ACCESS | RESIDENT
SUPPORT | AND SO MUCH MORE!!!



PLEASE SHARE YOUR GRATITUDE BY
WRITING A THANK YOU NOTE!

LET'S DISCUSS

Remember to state your name

Speak loud & clear

Limit comments to 1-2 minutes

