

## **Annual Giving Round Table Notes- AVAP**

*Cornell - 1 person with 2 people doing acknowledgments*

*They do 22,000 PIM letters*

*Mich state - 1 mgr @ CVM - Central does all the data and mailing; they produce, central does everything else; \$380K average;*

*CSU - new position - lag officer imbedded at CVM; central manages mailings and other ag work;*

*Sheila - director Cornell - ag \$1M unres scholarship included; outsources with vendor; she does all writing, graphics, data, etc. and has mail house do rest;*

*Ohio state (tim) - no ag person for awhile at cvm, more centrally managed - no calling in recent years; one soft ask annually (unsuccessful- like NCSU); they upload all new clients into blackbaud monthly; day of giving and thank your vet day are two biggest appeals; they count annual fund as anything under \$100K that isn't associated with a mg ask. So raised \$1.2M. Can be restricted*

*Purdue - 1 person doing ag and stewardship - they count like OSU anything under \$25K that isn't assoc. With mg counts as af. Central manages their mailings fall college mailing spring college mailing to capture unrenewed and lapsed. They just provide pics and a bit of content in fall but everything in the spring is managed centrally; DOG is \$150K annually; they don't participate much in day of giving at purdue.*

*Faculty and staff give more than alumni at purdue; haven't typically focused on grateful clients*

*OSU does a white coat mailing \$100 to sponsor a white coat; They do a lot of crowdfunding platforms for white coat, brick; They raise close to enough to cover all the coats*

*Purdue does similar and puts note in pocket from donor anything over goes to student wellness program*

*OSU solicits white coats only from dvms*

*Cornell to send Share the Gift in letter to clients when PIM is made*

*Share email we send to hospital before calling*

*Share digital newsletter*

*Include stories in digital like "this is how a donor is making a difference; a alum is making a difference; a client is making a difference"*

**NCSU Digital newsletter:**

<https://us4.campaign-archive.com/?u=563fab11e4caa96e36ce76835&id=befbf0e2cb>

**NCSU Email that goes out internally to hospital prior to phonathon calling:**

Dear CVM Community,

Over the next several weeks, members of the CVM community may experience questions or feedback from clients, donors or others as the result of an upcoming client calling campaign that is part of the College's annual fundraising program.

Current NC State students will be contacting clients from a call center located at the Park Alumni Center on the Centennial Campus.

**Last year our calling campaign raised \$95,000!**

For internal concerns/questions regarding the phonathon program, please contact [Dr. Dianne Dunning](#), Associate Dean of Advancement, or [Sherry Buckles](#), Executive Director of Development.

Please refer client concerns/questions to [April Norris](#), Director of Communications and Marketing, at 919-513-6423.

**FACTS:**

- If anyone asks, this is not a scam – this is our seventh year conducting the phonathon and many universities do it!
- Client calling **will begin on July 11** and end by August 20. Calls will occur Monday through Thursday from 5:30 PM to 9:00 PM, and Sundays 1:30 PM to 5:00 PM and 5:30 PM to 9:00 PM.
- The UVIS client database is not accessed by callers. Student callers are only provided with a contact name, phone number, past donation amount and fund allocation (if applicable) and general pet information, including deceased information, in order to make contact and build rapport. **They do not have access to any information regarding client medical history or billing / payment information.**

**REASONS FOR THE CAMPAIGN:**

Lead Generation and Donor Acquisition: To acquire new donors and expand the donor base, increasing participation in the life of your institution. Cultivating donors year to year.

Public Relations: To foster relationships. Over 7,000 conversations promoting Vet Med will take place during this phonathon.

Dollars and Donors: To generate dollars for philanthropic needs of your institution and provide the personal touch that goes beyond other vehicles that retains donors from year to year.

Data Enrichment: To regularly update demographic information both through research and direct from the prospects over the phone.