



Annual Giving Programs

The foundation for fundraising

American Association of Colleges of Pharmacy
July 19, 2009

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University Development Office
The University of Texas at Austin



How do you define Annual Giving?

Type of Gift –

- Unrestricted Gifts
- Current Use Funds – not endowed
- \$1 up to “major gift” - \$10k, \$25k, \$100k?

Consecutive giving donors = Highest ROI



Importance to Major Gifts

AG Donors are the base of “giving pyramid”

- 41% made first major gift 1-8 years after initial AG gift
- 27% made an annual gift every year prior to major gift
- 62% first annual gift was \$249 or less
- 8% first annual gift was \$24 or less!

- * Based on donors of \$25K or more to UT academics in last 10 years



Who are your prospects?

- Alumni – graduates and attended
- Friends, community, “grateful patients”
- Faculty/Staff
- Parents (difficult with graduate students)
- Build your pipeline by educating students today about the importance of philanthropy



Segmentation of prospects

- Regular, consecutive donors
 - “Committed” to you after 3 - 5 years of giving
- First time donors – imperative to renew
- Lapsed 1- 4 years – treat like donors
- Lapsed 5+ years – difficult to reacquire
- Non-donors – need to find the right message for them to give



Other segmentation or ways to target

- Their area of interest – major, research
- Involvements or activities while in school
- Generational messaging
 - Civics and Boomers vs Gen X+Y, Millennials
- Geographic
- Their other philanthropic interests – health, environment, world issues, etc.



Your prospects are everyone's prospects....

- Non-profits – local and national
- Undergraduate or other graduate schools
- Religious organizations
- Political groups
- Someone else is asking them to give...



Making your case for support

- How is your college making a difference in the world
- Tell a story about your students, faculty, alumni
- Explain how small gifts are used to fund larger projects



Annual Giving –ads about our “impact”

WE CHANGE PEOPLE. THEY CHANGE THE WORLD.



Did you know that UT researchers are developing a vaccine to fight the Ebola virus infection, one of the most lethal pathogens known to man?

The University has an impact on the world through its students, faculty, and research. Your support of the Annual Giving Programs provides the foundation for our important work.

Help create scholarships that inspire students, foster research, and fund academic initiatives. Support The University of Texas Annual Giving Programs by giving to the college, school, or other area of your choice.

THE UNIVERSITY OF TEXAS AT AUSTIN
Annual Giving Programs
PO Box 7458 • Austin, TX 78713
866-875-9651
giving.utexas.edu/hookedontexas



Dr. Maria Croyle
Associate Professor of Pharmaceuticals





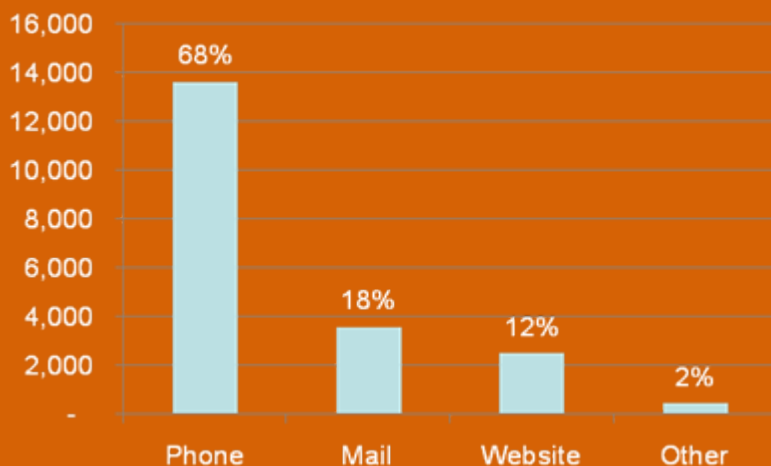
Channels for solicitations

- Phone - student or volunteer call centers
- Mail – direct mail letters, postcards, etc.
- Email – messages, flash videos, etc.
- Websites and social networks...

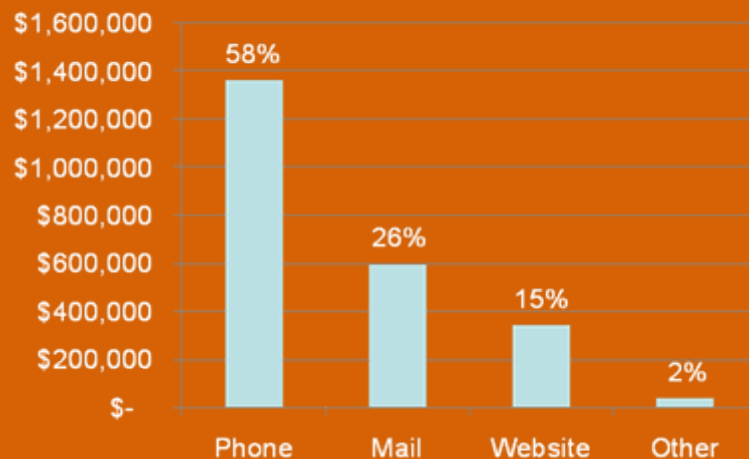


Gifts and Dollars by type of ask

Gifts FY09



Dollars FY09



- 58% to 68% of gifts and dollars generated by phone program
- Mail generates higher average gift (Mail - \$165, Web \$135, Phone \$100)
- Online gifts growing as part of overall program



Phone program – Student Call Centers





Phone programs – do they still work?

- Yes - but “good” phone numbers are key
- Cell phone numbers are very important
- Research addresses but don’t link to phones until you test the numbers



Phone Programs – acquisition tool

- Over 70% of all non-donors are acquired through UT's phone program
- 68% of Pharmacy non-donors – even without pharmacy student callers!
- 85% of all UT Pharmacy gifts from phone
- Daytime calls very important for Pharmacy alumni



Direct Mail

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The University of Texas at Austin
Annual Giving Newsletter | Fall 2008

125 Years of Learning, Innovation, and Discovery



This year we are celebrating UT's 125th birthday. It's an excellent time to reflect on the tremendous impact the University has had on generations of students who have come seeking knowledge and direction over the past 125 years. It's also a great opportunity to recognize UT's research, innovations, and discoveries that have changed our world.

The University of Texas opened in September 1883 with eight professors and 221 students. Most of them came from farms and small towns within 100 miles of Austin. They were offered classes in science, mathematics, modern and ancient languages, philosophy and ethics, political economy, history, English, and law.

Today we have 50,000 students from all 50 states and more than 100 foreign countries. We offer more than 300 degree programs. Our course catalogs would boggle the minds of those first courageous students who walked through our doors in 1883.

Imagine if you told them that their university would one day have a supercomputer that could chart global climate change and simulate natural disasters. Or a major art museum with Renaissance paintings and a library system with 9 million volumes in 11 facilities. Or scientific laboratories that create vaccines against

deadly viruses and a prestigious law school whose students argue cases before the U.S. Supreme Court. We have come a long way over the past 125 years. Through our teaching, research, public service, and leadership, UT Austin has transformed our state and nation. And we are striving to become the country's leading public university for the next 125 years.

This is a great year to show your support for the university that has played a special role in your life—and in the life of Texas for more than a century. With your help, we will ensure that the next generation of Longhorns will build the computers, create the vaccines, write the poetry, and teach our children and grandchildren the value of learning, innovation and discovery in a new era.

Happy 125th to all of you.



Bill
William Powers, Jr.
President



DIVISION OF *Diversity* AND
Community Engagement

THE UNIVERSITY OF TEXAS AT AUSTIN

... empowering our students



When orange hearts pair up...



COLLEGE of
PHARMACY
THE UNIVERSITY OF TEXAS AT AUSTIN

P.O. Box 7450
Austin, TX 78719-7450
800/875-0851
txfund@www.utexas.edu
www.utexas.edu/support/100hookedontexas

July 14, 2008

Mr. John Q. Sample
125 Any Street
AnyCity, US 12345-6789



Dear John:

You play an important role in the College of Pharmacy's future. Our College continues to grow stronger every year—developing ground-breaking research programs; forging strong partnerships with community pharmacists; and reforming the curriculum to enhance students' hands-on experience. By supporting the College's Annual Giving Program, you have the power to help us maintain this momentum and become the best in the nation.

You can help give our students the tools and training they need to become leaders in the field. Your support

they can meet and network with their

logical resources which support teaching

by making your gift to the Annual

edu/hookedontexas or by returning the
fiscal year, and you will play a part in
age of Pharmacy at The University of





Direct Mail – do they open your letters?

- Average 2-3% response overall
- Donor renewals are consistently from mail
- Include specific “ask”, reply card, envelope
- Basic direct mail style letter is “workhorse”
- Postcards, mailers, newsletters are used to support the appeals by informing donors about uses and impact of their gifts



Emails – do they just delete them?

- Emails are for engaging alumni and friends
- Response rate is very low for emails as fundraising channel
- Use to support mail and phone appeals
- Continuing to test different kinds of appeals







The Campaign for Texas - Message (HTML)

Message

Reply Reply Forward Delete Move to Create Other Block Safe Lists Categorize Follow Mark as Send to
to All to All Folder Rule Actions Sender Not Junk - Up Unread OneNote
Respond Actions Junk E-mail Options Find OneNote

You forwarded this message on 5/27/2009 1:42 PM.

From: President Bill Powers [campaign@fortyacres.utexas.edu] Sent: Wed 5/27/2009 10:32 AM
To: Connerat, Carolyn K
Cc:
Subject: The Campaign for Texas



LETTER FROM THE PRESIDENT

Dear Carolyn,

Thank you for your enduring support of the University of Texas at Austin. Because of your incredible generosity, I am confident that the Campaign for Texas will help make our University the best public university in the nation. We are just two and a half years into the campaign and more than a quarter of the way to our goal. With state support at less than 16% of our budget, we depend on alumni and friends like you to make a difference.

I invite you to click on the link below to view your personalized campaign report to see how your support is helping Texas transform lives within our University and throughout the world.

www.CarolynMSConnerat.campaignfortexas.org

William Powers, Jr.
President, The University of Texas at Austin



Websites and online giving

- Link online giving from all your web pages
- Make it easy for donors to give online
- Include web address on all communications
- Collect email addresses everywhere



Online giving pages

The screenshot shows a web browser window titled "Online Giving to The University of Texas at Austin - Windows Internet Explorer". The address bar shows the URL: https://utdirect.utexas.edu/nlogon/vip/ogp.WBX?menu=PH**. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The page content features the University of Texas at Austin logo and the text "WHAT STARTS HERE CHANGES THE WORLD THE UNIVERSITY OF TEXAS AT AUSTIN COLLEGE of PHARMACY?".

Thank you for your support.
Please complete all required fields, then click *Complete My Gift* just once.

1) Please enter your gift information

Pharmacy, College of [dropdown]
Area of Greatest Need in Pharmacy [dropdown]
Area of Greatest Need in Pharmacy [dropdown]
Dr. Charles Walton Endowed Presidential Scholarship [dropdown]
Dr. Doluisio Alumni Challenge [dropdown]
Other - Please Describe in Remarks [dropdown]
Pharmacy's General Scholarship Fund [dropdown]
Student Professional Development Endowment [dropdown]

\$ [input]
\$ [input]
\$ [input]
\$ 0.00

Please enter any special information about your gift, such as the name of the program, scholarship, or endowment that you're supporting. If your gift is in memory or honor of someone, please include the name of the honoree.

Please select your payment plan

One-time gift
 [dropdown] monthly payments

2) Please enter your contact information

Salutation:* [dropdown]
First Name:* [input] M.I. [input]

3) Please enter your credit card information

Is your credit card information the same as your contact information?
 Yes No

Done Internet 100%



Social networks and engagement

- The “Obama” factor - Higher education is not a political campaign
- Facebook, Twitter, and ??
- Use for alumni and constituent relations
- Testing, testing, testing!



Planning your annual campaigns

- Frequency of ask - avoid “donor fatigue”
 - Managing multiple asks from institution
- Coordinate phone, mail, email appeals
- Always include a reply card and envelope in every kind of mailing
- Communicate leads for major and planned gifts



Importance of Renewal and Acquisition

- Diminishing Returns - Renewing 1000 new AG donors:
 - 1st year – 65% 650 remain
 - 2nd year – 75% 488 remain
 - 3rd year – 80% 390 remain
 - 4th year – 80% only 312 in year 5 !!!
- Acquisition of new donors is critical for growth
- Higher dollar donors have better renewal rates
- Ask for an annual gift every year and try to upgrade



Measuring Annual Giving Programs

- Total dollars raised and number of gifts
- Average gift by donor segment
- Donor renewal, % of upgrades
- Participation rate – varies greatly depending on what is measured
- Cost to raise a dollar – can be misleading



Stewardship is important for AG success

- “Thank you” letters and cards
 - Who sends? Dean, development, President, fellow alumni, student, etc.
 - “Thank you” needs to be received by donor very soon after making gift
- Communicate and engage - don’t just ask
- Refer higher level donors for personal visit



Questions and Discussion

Carolyn Connerat

Executive Director Recurring Gifts and Services

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Thank you!