



UNC
GREENSBORO
Board of Trustees

University Advancement Committee
Tuesday, March 22, 2022
Noon

Discussion Item

UAC – 3 Believe In the G Preliminary Results

Background Information

Rachel Kelly, Director of Advancement Communications, will share preliminary Believe In the G results.

Beth Fischer
Vice Chancellor, University Advancement

BELIEVE IN THE G

— 2022 —

UNCG DAY OF GIVING

Rachel Kelly '07, '09 MPA

Director of Advancement Communications



BELIEVE IN THE G

1,891 MINUTES TO MAKE AN IMPACT

7:00am Tuesday, March 15 to

2:00pm Wednesday, March 16

LIGHT *the*
WAY

BELIEVE IN THE G

2022 GOALS

- Dollars: **\$1 Million (+20%)**
- Donors: 1,260 (+10%)

Call to Action: **Give Now**



NEW IN 2022



- Committee planning structure
- Robust ambassador program
- Segmented communication strategy
- Spartan Storytellers

MEET THE SPARTAN STORYTELLERS



Avery
Senior
Marketing



Thyrah
Junior
Psychology



Duncan
Senior
Media Studies



Maya
Freshman
Media Studies



Natalie
Junior
Graphic Design



Nicole
Senior
Communications



Thank You!

UNC GREENSBORO
MEGAN GARDNER

#BelieveInTheG



UNIVERSITY OF
UNICA MOBILE &
STAY INFORMED

SOCIAL DISTANCE

TABLE WITH WHITE CLOTH

LAMP POST

LAMP POST

WOMAN IN GREEN JACKET

WOMAN IN BLACK JACKET

MAN IN BLACK JACKET

WOMAN IN WHITE JACKET

WOMAN IN GREEN JACKET



THANK YOU!
Kean Anderson
Junior
Outdoors with
Cambridge
Thank You
**BELIEVE IN THE G
UNCG DAY OF GIVING**

THANK YOU!
Emma Winters
Sophomore
North Carolina
Thank You
**BELIEVE IN THE G
UNCG DAY OF GIVING**

THANK YOU!
Morgan
Senior
Thank You
We appreciate you!
**BELIEVE IN THE G
UNCG DAY OF GIVING**

GIVING DAY HIGHLIGHTS

- Over 40 matching and challenge gifts made
- 78 Ambassadors generating over \$21,000 in gifts



UNCG



\$1,000,000+ Raised

THANK YOU
for Believing in the G

**BELIEVE
IN THE G**

2022

UNCG DAY OF GIVING