



University Advancement Committee  
Tuesday, September 27, 2022  
12:00 pm  
Chancellor's Boardroom, Mossman Building

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**Discussion Item**

UAC – 4      Understanding Types of Gifts and Annual Giving Strategy  
4.1 – Gifts Summary Presentation

**Background Information**

Associate Vice Chancellor Kevin Williamson and Rachel Kelly, Director of Advancement Communications, will give a presentation on the different types of gifts that can be made by a donor. The presentation will include Annual Giving, Leadership Gifts, Major Gifts, and Planned Gifts. It will also include the Annual Giving strategy for FY23.

A handwritten signature in blue ink that reads "Beth Fischer".

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Beth Fischer  
Vice Chancellor, University Advancement

# TYPES OF GIVING + ANNUAL GIVING STRATEGY

P. Kevin Williamson, Associate Vice Chancellor for Development  
Rachel Kelly, Director of Advancement Communications

UNCG



**LIGHT** *the*  
**WAY**

The Campaign for **EARNED ACHIEVEMENT**

# THE DONOR PIPELINE:



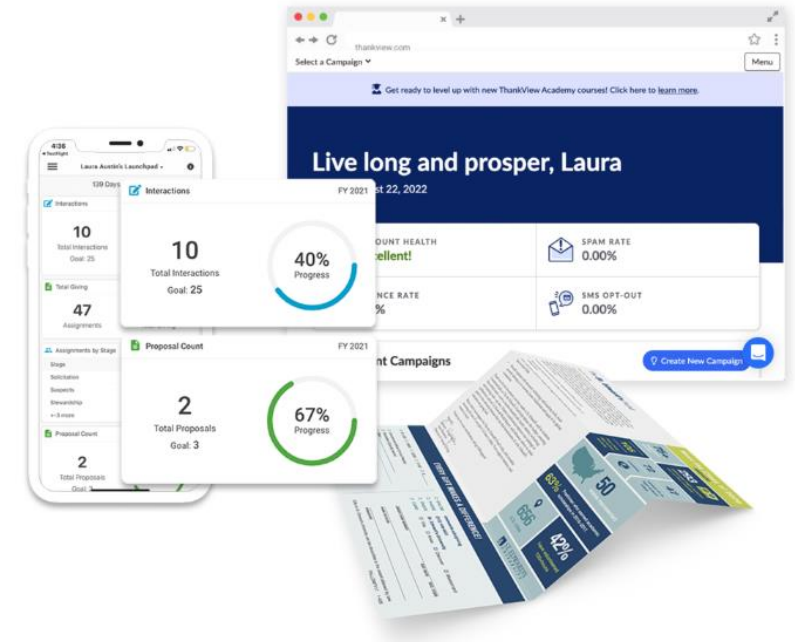
# ANNUAL GIVING:

- \$1 - \$24,999
- The foundation for all University fundraising efforts
- Current use
- Often unrestricted
- Acquisition and Retention focused
- Provides a stable source of support for the University



# LEADERSHIP ANNUAL GIVING:

- \$1,000 - \$24,999
- Donor Experience Officers
- Increase ability for personal contact, expanding the base of alumni support
- Help to direct dollars to meet the goals of the donor and the institution
- Ask for upgraded gifts



# MAJOR GIFTS:

- \$25,000 +
- The institution's largest contributions
- Usually, high-level engagement with the institution + affinity and capacity
- Support usually targeted and specific
- \$50,000 to create an endowment
- Pledge payments accepted over 5 years



# PLANNED GIFTS:

- Enables philanthropic individuals to make larger gifts than they typically could with cash
- Any level of gift is accepted as a planned gift
- There are several vehicles through which a planned gift can be made
  - Stocks/Bonds
  - Real Estate
  - Retirement Assets
  - Life Insurance
  - Cash

# GIFTS FROM ENTITIES:

- Foundations
- Corporations
- Donor Advised Funds
- Family Foundations
- Employer Matches
- Any gift amount from a non-individual can be accepted



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ANNUAL GIVING  
IN FY 23

# A MULTI-PHASE INITIATIVE EACH QUARTER

*Warming, Solicitation, Stewardship*

1. Back to School | Student Success | Fall
2. End of Year | Academic Units | Winter
3. Believe in the G | Campus-Wide | Spring
4. End of Fiscal Year | Unrestricted Funds | Summer

# ADDITIONAL INITIATIVES

- Homecoming Champions
- Crowdfunding
- Giving Tuesday
- Senior Cords

The screenshot shows a crowdfunding page for the UNCG Genetic Counseling Student Success Fund. The page features a group photo of students and staff, a progress bar showing 2% raised toward a \$10,000 goal, and a 30-day countdown timer. Social media sharing options for Facebook, Twitter, LinkedIn, and a link icon are provided. A 'Pledge Support' button is visible. Below the main image, there are tabs for 'Description', 'Donor Wall', and 'Ambassadors'. The 'Description' tab is active, showing the text: 'Power the Future of Genetic Counseling' with a green checkmark. The text describes the program's history and impact. To the right, there is a 'Levels' section with a 'Choose a giving level' dropdown. A \$25 level is selected, labeled 'Rotations Travel Expenses', with a description: 'Cover the gas and travel expenses for a current student's rotation for a week.' and a 'Contribute \$25' button.

UNC GREENSBORO

UNCG Home

### UNCG Genetic Counseling Student Success Fund

**\$230**

2%  
Raised toward our \$10,000 Goal  
6 Donors

**30** DAYS LEFT  
Project ends on October 14, at 11:59 PM EDT  
[> Project Owners](#)

Share to Maximize IMPACT

f t in

**Pledge Support**

Description Donor Wall Ambassadors

#### Power the Future of Genetic Counseling

With more than 20 years of history to its name, UNCG's Genetic Counseling is the first and longest-standing program in the state of North Carolina. Since 2000, **more than 150 graduates** have earned their master's, joined this cutting-edge field, and changed lives across the country.

And while our alumni have gone on to be leaders in the field of Genetic Counseling, the challenges faced while they are still graduate students can take student focus away from what

Levels Choose a giving level

**\$25** Rotations Travel Expenses

Cover the gas and travel expenses for a current student's rotation for a week.

**Contribute \$25**

# RAISING THE BAR

- Spartan Storytellers
- SMS Outreach
- Digital Advertisement (remarketing)
- Custom Giving Pages
- Digital Wallets
- Recurring Gifts



# BELIEVE IN THE G

MARCH 14 – 15, 2023

- Cross-campus effort
- Digital crowdfunding + in-person activations
- Primary goal is participation: Over 1,800 donors
- Over \$1M
- Double # of Ambassadors to 80 (Raised \$21,459 in 2022)
- Seeking Match + Challenge Donors (Raised \$393,934 in 2022)

