



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

Discussion Item

UAC – 5 Donor and Communications Survey and Discussion
5.1 – Donor and Communications Survey - Executive Summary

Background Information

Senior Director of Philanthropic Engagement, Meagan Jones, will present the findings from the recent Donor and Communications Survey. Vice Chancellor Beth Fischer will lead the Committee in a discussion surrounding the findings.

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

Beth Fischer
Vice Chancellor, University Advancement

DONOR PERCEPTION SURVEY

UNCG



LIGHT *the*
WAY

The Campaign for **EARNED ACHIEVEMENT**

WHO DID WE ASK:

15,830

donors

806

surveys

completed

Analyzed by Key Segments:

- Generation
- Giving Level

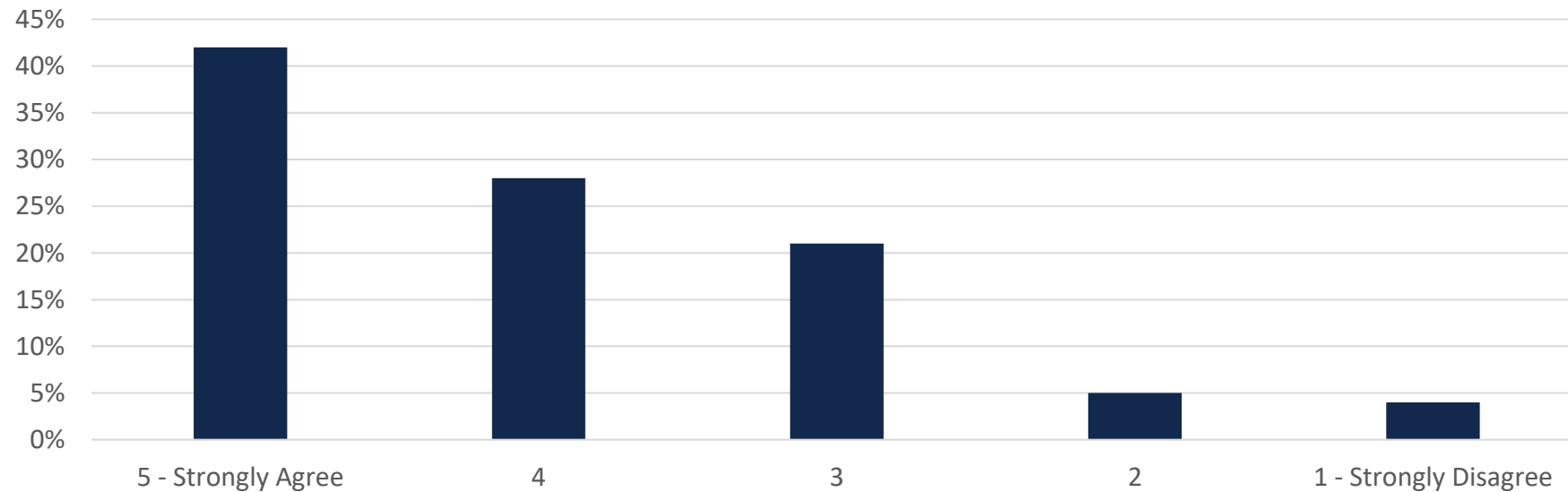
WHAT DID WE WANT TO KNOW:

- Motivation
- Impact
- Recognition
- Engagement
- Charitable Giving
- Event Preferences
- Appreciation Preferences and Satisfaction
- Informed
- Communication Preferences and Satisfaction

SO,
WHAT DID WE LEARN?

APPRECIATION:

70% of respondents feel appreciated as a donor!



RECOGNITION:

Handwritten notes, letters, and reports on gift impact were the most meaningful ways to be thanked for a gift.

Acknowledgement from University leadership and students were the top ways for donors to be recognized.



EVENTS:

Preferences for small events and hybrid options.

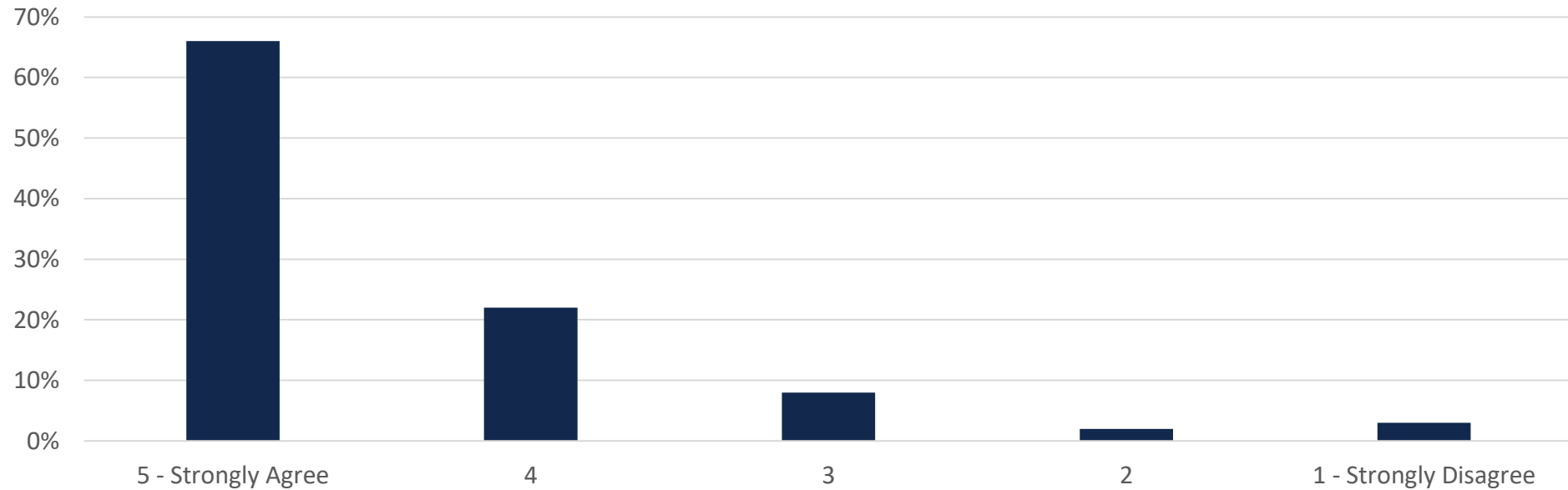
Indicated most likely to attend:

- Alumni events
- Athletic events
- Many have no plans to attend an event this year



IMPORTANCE OF PHILANTHROPY:

88% feel they understand why philanthropy is important to UNCG!



COMMUNICATION:

75% of donors feel well informed about what is going on at UNCG.

UNCG Magazine and Emails from UNCG were the most valuable sources of information and preferred method of communication.

80% are satisfied with their preferred method of communications about UNCG.



ENGAGEMENT:

Over half of respondents rank UNCG in their top 3 choices for charitable giving.

40% of respondents feel engaged with UNCG.



KEY TRENDS: GENERATIONS

- GenX (1965-1979) and Millennial (1980- 2000)
 - Higher levels of engagement
 - Prefer social media as communication source
- Boomer (1945-1964) and Silent (1920- 1945)
 - Expressed feeling higher levels of appreciation
 - Prefer UNCG Magazine as communication source

KEY TRENDS: GIVING LEVELS

- Base donors (less than \$1,000)
 - Higher levels of engagement
 - Receptive to gifts
 - More interested in social media
- Major (\$10,000+) and middle (\$1,000 to under \$9,999) donors
 - Higher levels of appreciation
 - Preferred recognition through messages from University personnel
 - Better understanding of the importance of philanthropy and the impact of their giving

COMPARISON: UNCG AND PEERS

- Feelings of engagement and appreciation are at/above university peers.
- Generational differences in both communication preferences and engagement strategy is common in higher education— Results comparable to industry.
- UNCG has more unrealized potential than university peers.