



**University Advancement Committee**  
**Tuesday, February 20, 2024**  
**12:00 pm**

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**Discussion Item**

UAC- 5      Annual Leadership Giving Update

**Background Information**

Vice Chancellor for University Advancement Beth Fischer will introduce Sam Wagner, Executive Director of Development, to share an update on the Donor Experience Officer Program, a leadership annual giving initiative.

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

Beth Fischer  
Vice Chancellor for University Advancement



UNC  
**GREENSBORO**

# Annual Leadership Giving Update

Sam Wagner

Executive Director of Development for Major Gifts



# Meet the Donor Experience Team

# Dorian Thompson '14



- 8 years of service to UNCG
  - Assistant Director of Alumni Engagement  
Aug 2015– July 2022
  - Donor Experience Officer  
Nov 2022 – present
- Education:
  - BA in Media Studies, UNCG 2014

# Emily Britt, '15, '20 MBA



- 7 years of service to UNCG
  - Undergraduate Studies Coordinator  
Aug 2016 – Dec 2020
  - Alumni & Donor Relations Coordinator  
Jan 2021 – Oct 2022
  - Donor Experience Officer  
Nov 2022 – present
- Education:
  - BS Entrepreneurship, UNCG '15
  - MBA Marketing, UNCG '20

# Why a Donor Experience Program?

- Nearly tripled the number of actively managed donors.
- Growing talent in the field of philanthropy.
- Finding and creating a meaningful relationship with the next generation of donors to UNC Greensboro.

# UNCG DXO Activities Start Date to Today

Total DXO Activity  
**15,724**  
Avg/DXO  
7,862

Emails Sent <b>8,257</b> 4,129	Phone Calls <b>3,728</b> 1,864	Text, LinkedIn, & Other <b>3,399</b> 1,700	Meetings <b>340</b> 170
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# UNCG DXO Meetings and Asks Start Date to Today

Meetings <b>340</b> Meetings/DXO 170	DXO Asks <b>903</b> Asks/DXO 452	Ask Total <b>\$1,147,101</b> Ask Total / DXO \$573,551
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# DXO Portfolio Giving Over Time (Including cash, pledges and planned gifts)

Total Raised: \$1,109,487.03

