



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

Discussion Item

UAC- 4 Believe in the G

Background Information

Vice Chancellor for University Advancement Beth Fischer will introduce Advancement Communications team members Amy Newland, Director of Advancement Communications, and Sam Logan, Senior Assistant Director of Digital Strategy. Amy and Sam will discuss [Believe in the G 2024](#), UNCG's upcoming annual day of giving. Believe in the G takes place on April 17 and 18, 2024.

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

Beth Fischer
Vice Chancellor for University Advancement

BELIEVE IN THE G

2024

UNCG DAY OF GIVING

APRIL 17-18

GOALS

\$1M

1,800
DONORS

WHY BELIEVE IN THE G MATTERS

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- **NEW DONOR ACQUISITION EVENT**

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- **“SOCIAL FUNDRAISING” & PERSONAL NETWORKS**

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- **IMPACT OF SMALL-DOLLAR DONORS**

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- **NEW DONOR ACQUISITION EVENT**
- **“SOCIAL FUNDRAISING” & PERSONAL NETWORKS**
- **IMPACT OF SMALL-DOLLAR DONORS**
- **BRINGS UNCG COMMUNITY TOGETHER**

WHAT'S NEW FOR 2024

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DONOR ACQUISITION CAMPAIGN

Partnering with Excalibur Marketing for donor modeling & outreach

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TWO BITG VIDEO PROJECTS

Media Studies Department & University Communications collaborations

HOW TO GET INVOLVED

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1. MATCH & CHALLENGE GIFTS

- Amplify each gift's impact and make small-dollar donations go further
- Direct more gifts to areas that are important to you

MATCHING GIFTS

(1:1, 2:1)
\$5,000+

CHALLENGE GIFTS

(Unlocks at threshold)
\$2,500+

HOW TO GET INVOLVED

2. SIGN UP TO BE AN ADVOCATE



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3. DISTRIBUTE SWAG ON CAMPUS

Student Engagement Event: *Wednesday, April 17th (11:00am - 2:00pm)*



T-SHIRT DESIGN CONTEST

QUESTIONS?

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AMY NEWLAND

Director of Advancement Communications
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