

# UNIVERSITY ADVANCEMENT UPDATES

UNIVERSITY ADVANCEMENT  
COMMITTEE

October 29, 2024

UNCG



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

The Campaign for **EARNED ACHIEVEMENT**

# HOMECOMING 2024



**ALUMNI AWARDS**

**50<sup>TH</sup> REUNION**



**ALUMNI ALL ACCESS LIVE**

**BLACK ALUMNI NETWORK FAMILY REUNION**

**HOMECOMING BONFIRE**





PETTY



**SPARTAN STREET FEST**  
on College Ave.

# ENGAGING FIRST-GENERATION ALUMNI

## IDENTIFYING FIRST-GEN ALUMNI

- 49.9% of alumni who registered for Homecoming identified as first-gen



## LAUNCHING DIGITAL CAMPAIGN

- Call for stories in alumni newsletter and on social media
- Share stories as part of First G at the G week

## COLLABORATION WITH FIRST G COMMITTEE

- Inviting alumni to participate in First G at the G Week activities
- Identifying alumni for spring panel about post-graduation life



**FIRST G AT THE G WEEK:  
NOVEMBER 7-10**



# FIRST-GENERATION STOLE PROJECT

- Crowdfunding campaign: November 8 – December 13



[GO.UNCG.EDU/FIRST-GEN-STOLES](https://go.uncg.edu/first-gen-stoles)

# FIRST-TIME DONOR ENGAGEMENT

## ALL FIRST-TIME DONORS

- Personalized thank you video
- Mailed welcome packet
  - Thank you message
  - Sticker
  - Infographic on donor impact

## GIFT OF \$50 OR MORE

- *Light the Way* lapel pin

## GIFT OF \$1,000 OR MORE

- Personalized thank you from Beth

# THANK YOU

FOR YOUR FIRST GIFT TO THE G



Your support of UNCG's students, faculty, staff, and mission is both inspiring and appreciated. Not only does your gift help make our University the life-changing place that it is, it also motivates others to join you in lighting the way for UNCG.

Thank you for joining thousands of Spartan supporters in making a difference on campus and in the surrounding community.

**Beth Fischer JD, CFRE, CAP®**

*Vice Chancellor of University Advancement*



**SHARE YOUR STORY** | What inspired you to make your first gift to the G? Let us know — we'd love to hear from you. Some first-time donors will be highlighted on social media throughout the year.

# FIRST-TIME DONOR ENGAGEMENT

## STAY INFORMED

- Inclusion on UNCG communications throughout the year

## FIRST ANNIVERSARY

- Personalized anniversary video and invitation to renew investment

## SECOND ANNIVERSARY

- Personalized anniversary video and invitation to join Minerva Society with a third consecutive gift



## SOCIAL MEDIA RECOGNITION

- New social media series acknowledging first-time donors
- Encourages others to make their first gift

My First Gift  
to the **G**

# THANK YOU

UNCG



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