

UNIVERSITY ADVANCEMENT UPDATES

UNIVERSITY ADVANCEMENT
COMMITTEE

February 4, 2025

UNCG



LIGHT *the*
WAY

The Campaign for **EARNED ACHIEVEMENT**

RED CARPET RECEPTION

DECEMBER 12, 2024



THANK YOU: FIRST-GEN STOLE CAMPAIGN

115
DONORS

\$9,005

257
STOLES
SPONSORED



UNC
GREENSBORO

LIGHT *the*
WAY

UPDATE ON THE DXO PROGRAM

DXO GIFTS BY UNIT

CY2024

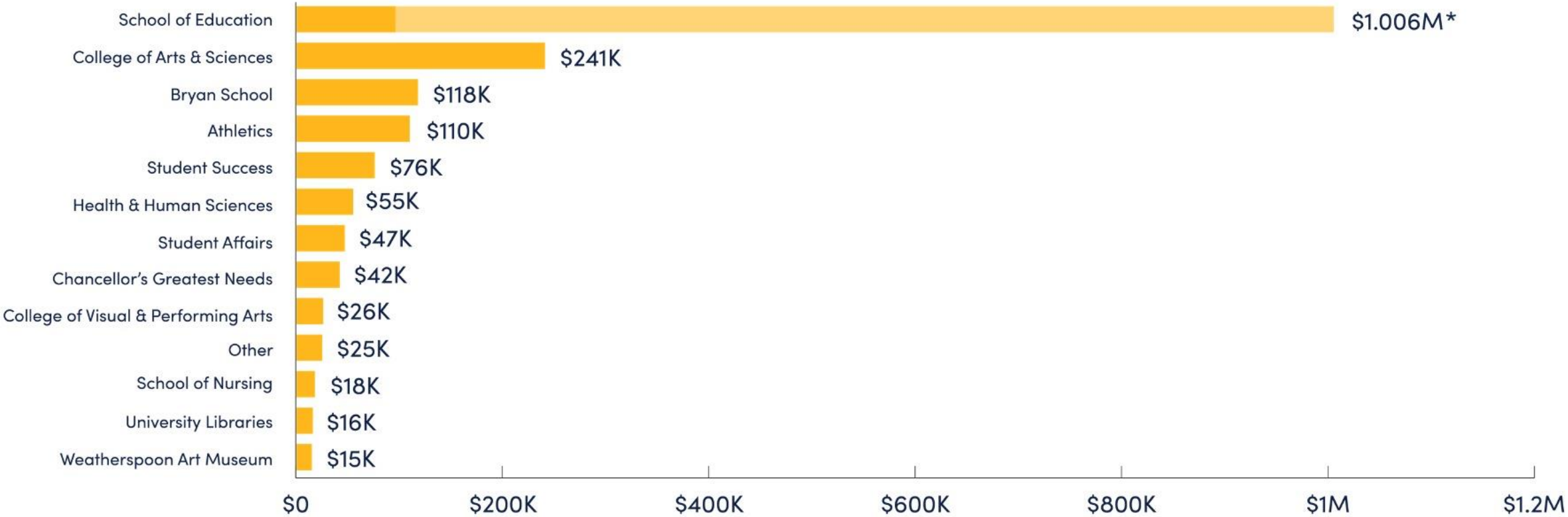
TOTAL DOLLARS RAISED:
\$1,792,899*

*Includes outlier gift



DXO GIFTS BY UNIT

CY2024

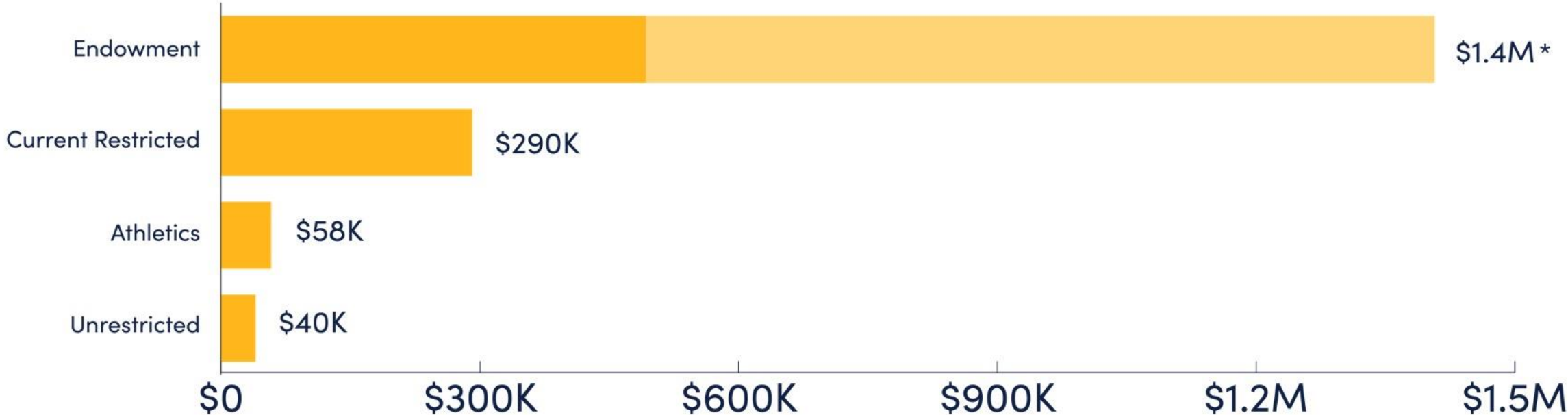


*Includes outlier gift



DXO GIFTS BY TOP DESIGNATION TYPES

CY2024



*Includes outlier gift

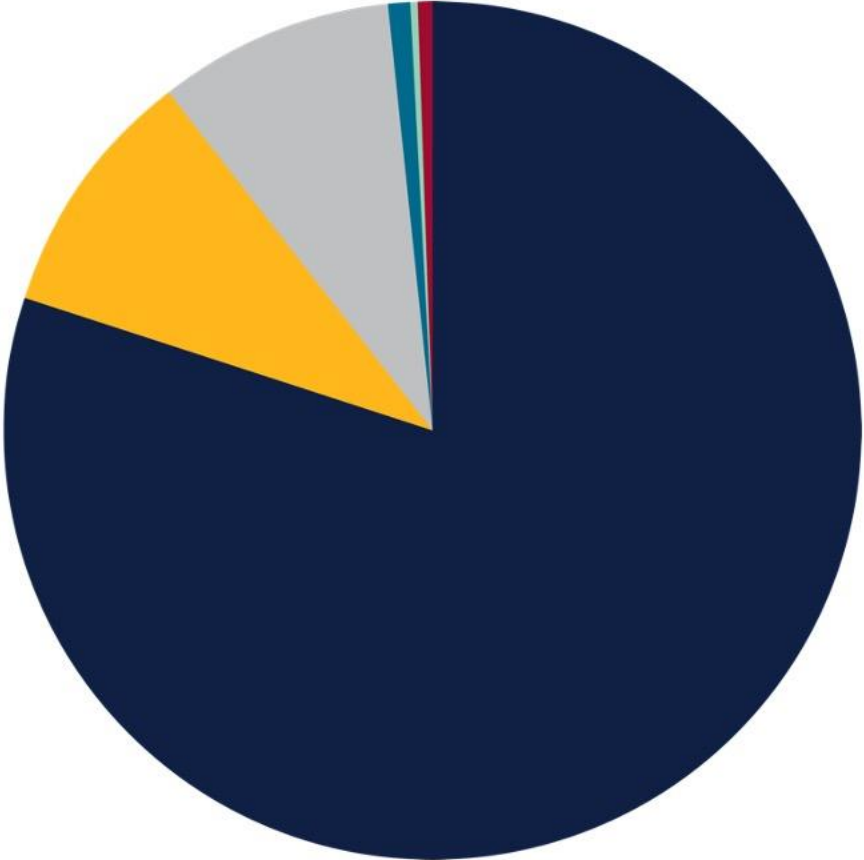


DXO GIFT COUNT BY BAND

CY2024

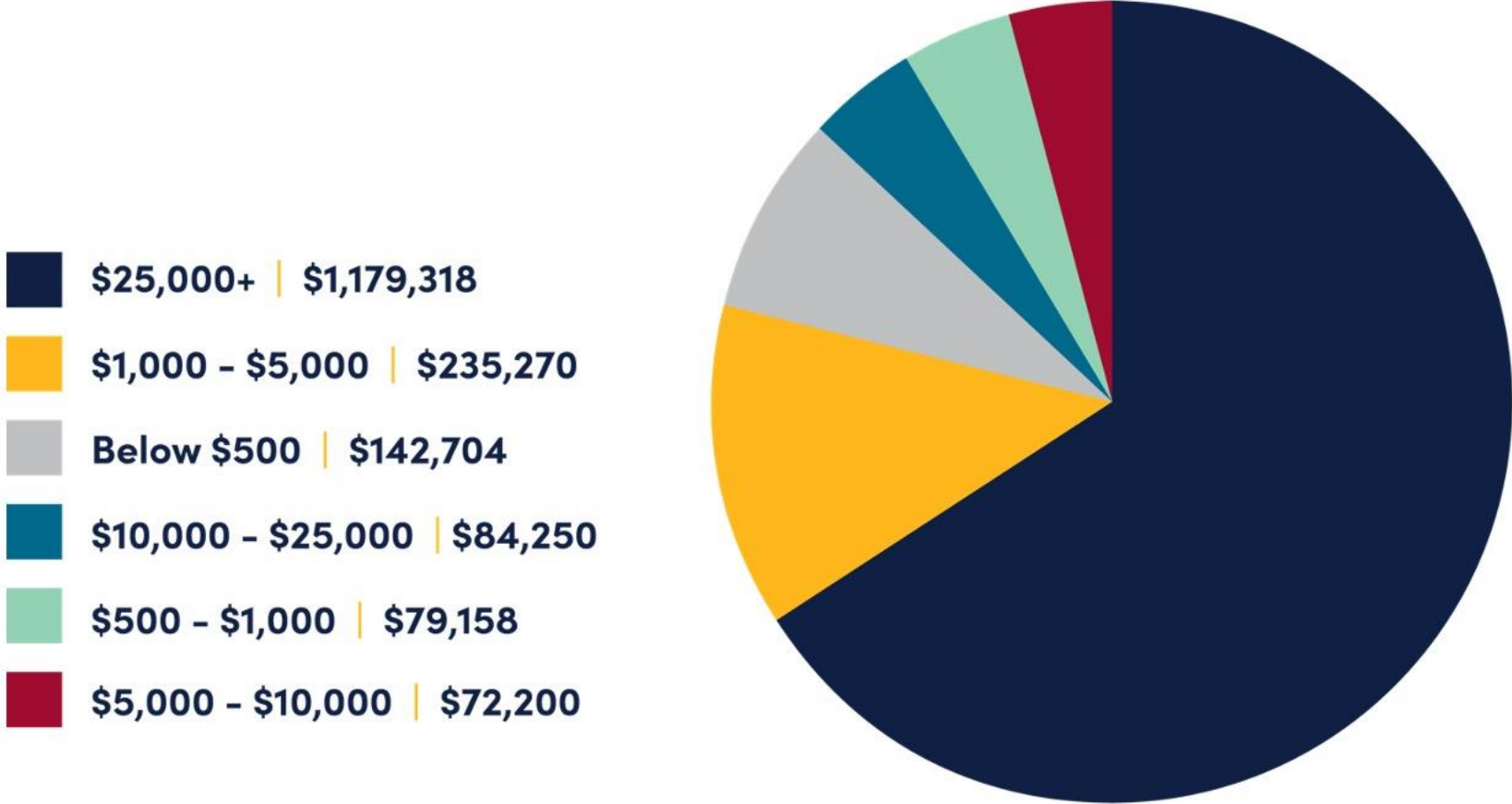
TOTAL NUMBER OF GIFTS: 1,707

- Below \$500 | 1,367
- \$1,000 - \$5,000 | 164
- \$500 - \$1,000 | 148
- \$5,000 - \$10,000 | 14
- \$10,000 - \$25,000 | 7
- \$25,000+ | 7



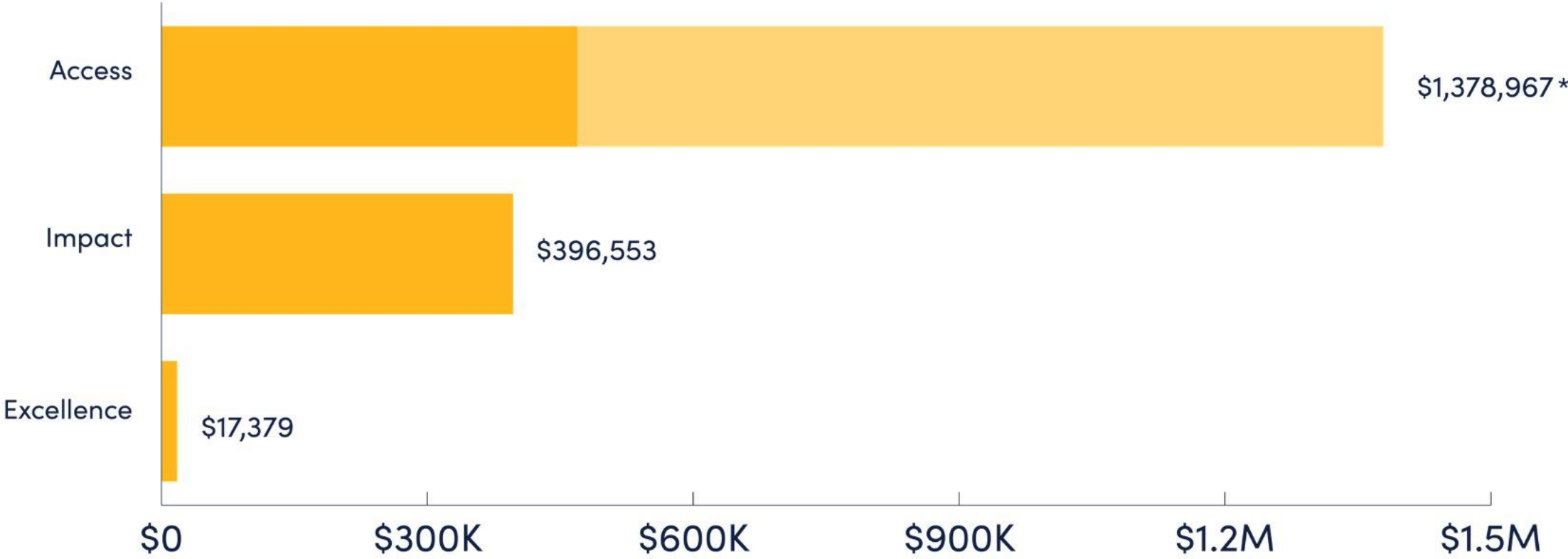
DXO DOLLARS RAISED BY BAND

CY2024



DXO GIFTS BY CAMPAIGN PILLAR


CY2024



*Includes outlier gift





 **GO SPARTANS**

Hi,
Board of
Trustees!

 Hi
Board of
Trustees!



DORIAN THOMPSON '14

9 YEARS OF SERVICE TO UNCG

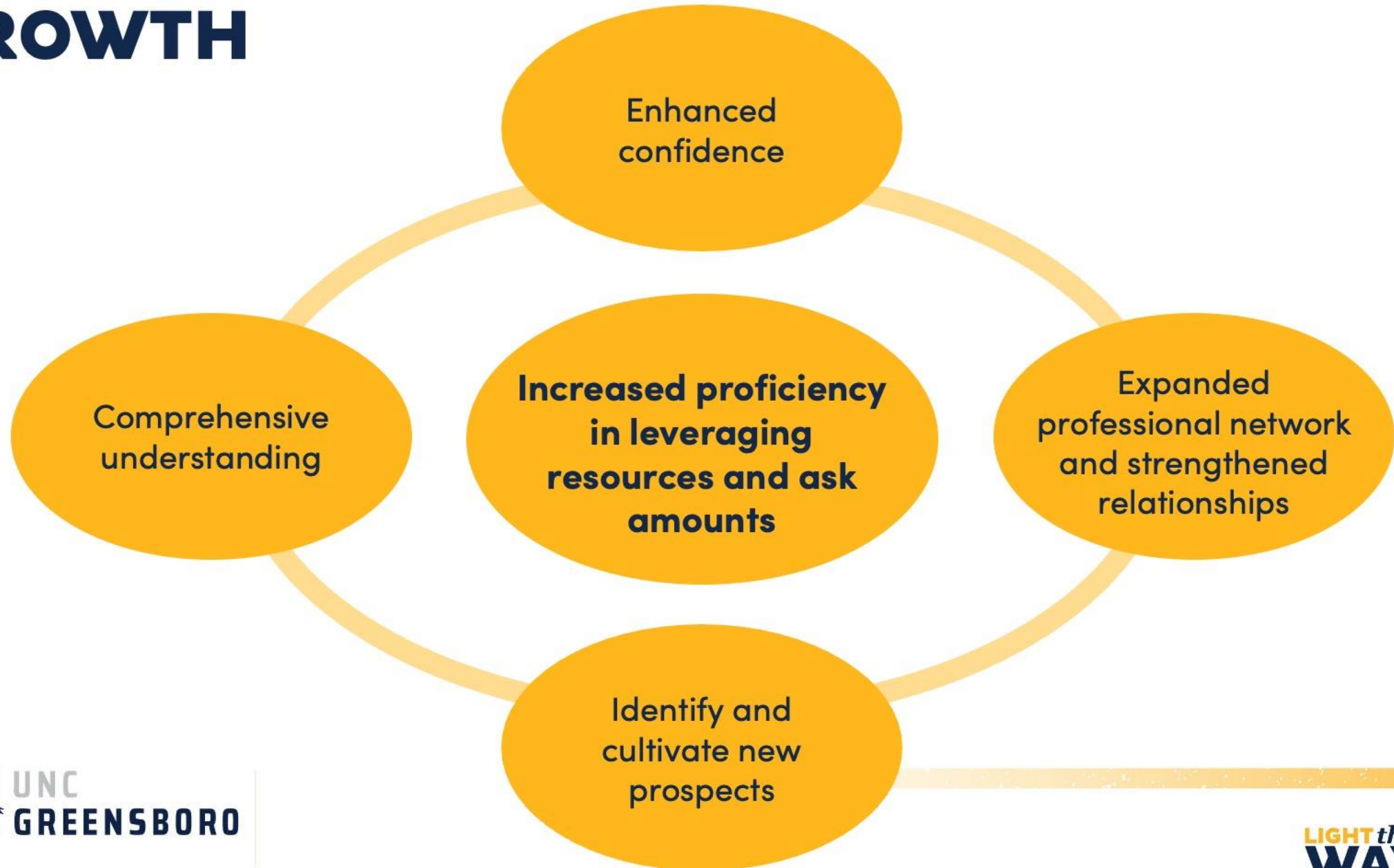
- Assistant Director of Alumni Engagement
| Aug. 2015 - July 2022
- Donor Experience Officer
| Nov. 2022 - Present

EDUCATION

- BA in Media Studies, UNCG 2014



GROWTH



OPPORTUNITIES

UNIQUE OUTREACH



“I SEE MYSELF REPRESENTED THROUGH UNCG AND ITS INITIATIVES.”

PROGRAM & POSITION ACCOMPLISHMENTS



Foster Stronger
Connections



Broaden Future
Campaigns



Align Philanthropic
Donor Goals



Unit Collaboration

EMILY BRITT '15, '20 MBA

8 YEARS OF SERVICE TO UNCG

- Administrative Assistant
| Aug. 2016 – Dec. 2020
- HHS Alumni & Donor Relations Coordinator
| Aug. 2016 – Dec. 2020
- Donor Experience Officer
| Nov. 2022 – Present

EDUCATION

- BS in Entrepreneurship, UNCG 2015
- MBA, UNCG 2020



GROWTH



Confidence



Cold calling



Making an ask



Listening



Improved EQ

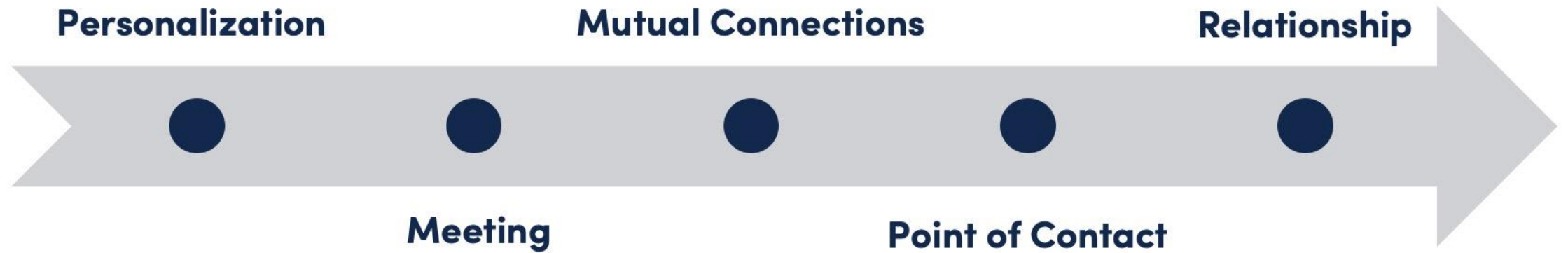


Networking



Found my career

RELATIONSHIPS



Asks become easier, increased, and lead to larger giving conversations

PROGRAM & POSITION ACCOMPLISHMENTS



Development Team
Collaboration



Donor Education



Volunteer
Identification



Expand University-
Level Philanthropy
& Giving

QUESTIONS?

EMILY BRITT '15, '20 MBA

Donor Experience Officer
ecbritt@uncg.edu

DORIAN THOMPSON '14

Donor Experience Officer
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SAM WAGNER

Executive Director of Development
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BELIEVE IN THE G

2025

UNCG DAY OF GIVING

MARCH 25-26

IMPACT OF BELIEVE IN THE G

BITG IMPACT BY THE NUMBERS



1/3

of annual donors
give during BITG



\$3M+

raised for BITG
since 2022

EMPOWERS SMALL-DOLLAR DONORS

BRINGS UNCG COMMUNITY TOGETHER





2025 GOALS

\$1.2M

**1,500
DONORS**

10% YOY increase



2025 FOCUS AREAS

INCREASE ALUMNI & EMPLOYEE PARTICIPATION

Increased focus on specific cohorts through additional communications efforts

INCREASE DONOR ENGAGEMENT VIA TEXT MESSAGING

A new texting platform will allow for more 1:1 interactions

DONATION-DRIVEN EVENT PLANNING

More programming and giving focus to increase ROI

BITG BRAND REFRESH

Tying the Believe in the G brand to UNCG



HOW TO GET INVOLVED

MAKE A GIFT



HOW TO GET INVOLVED

BE AN IMPACT PARTNER

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

MATCHING GIFTS

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

CHALLENGE GIFTS

(Unlocks at threshold)
\$2,500+

HOW TO GET INVOLVED

EVENT OPPORTUNITIES

- **BITG POP-UP STATIONS**
 - Tuesday, March 25 (11 a.m. – 1 p.m.)
- **ALUMNI & FRIENDS GREENSBORO EVENT**
 - Tuesday, March 25 (5:30 p.m. – 7:30 p.m.)
- **CAMPUS COMMUNITY EVENT**
 - Wednesday, March 26 (11 a.m. – 1 p.m.)



QUESTIONS?

SAM LOGAN '22 MPA

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AMY NEWLAND

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Communications
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MICHAEL WATSON

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T-SHIRT DESIGN SELECTION