

UNIVERSITY ADVANCEMENT UPDATES

UNIVERSITY ADVANCEMENT COMMITTEE

April 1, 2025

UNCG



LIGHT *the*
WAY

The Campaign for **EARNED ACHIEVEMENT**

MOMENTUM



BELIEVE IN THE G 2025



CORPORATE & FOUNDATION RELATIONS



Bedford Falls
Foundation



THE
EDWARD M. ARMFIELD, SR.
FOUNDATION



BANK OF AMERICA

**Lettie Pate
Whitehead
Foundation**



ALUMNI ENGAGEMENT

FOCUS *on FIVE in FY25*

- 1 Team
- 2 Alumni Networks
- 3 Volunteers
- 4 Events
- 5 Storytelling



ALUMNI ENGAGEMENT

1 TEAM



BETH CARLIN '14, '17 MA

Lifelong Learning & Career Development

PEYTON UPCHURCH '22

Alumni Communications

THIERRY MABRY '16

Future & Recent Alumni

ALEX RUPPERT '18 MS

Alumni Networks

ALUMNI ENGAGEMENT

2 ALUMNI NETWORKS



WASHINGTON, DC



ASHEVILLE, NC



CHARLOTTE, NC

Recent/Upcoming Regional Socials

- Asheville – March 7-10
- Charlotte – March 20 @ OMB
- Greensboro – March 25 @ Oden
- Raleigh – April 2 @ Raleigh Brewing Company



ALUMNI ENGAGEMENT

3 VOLUNTEERS



ALUMNI ENGAGEMENT

4 EVENTS



ALL ACCESS



ALPHA REUNION



ALUMNI AWARDS



RIVER LANDING



WELL-SPRING



CLASS REUNION

ALUMNI ENGAGEMENT

4 EVENTS



COFFEE WITH VETS



READING DAY RECHARGE



CELEBRATING THE CLASS OF 2024
Go Spartans!

RED CARPET RECEPTION



REGIONAL EVENTS (NYC)

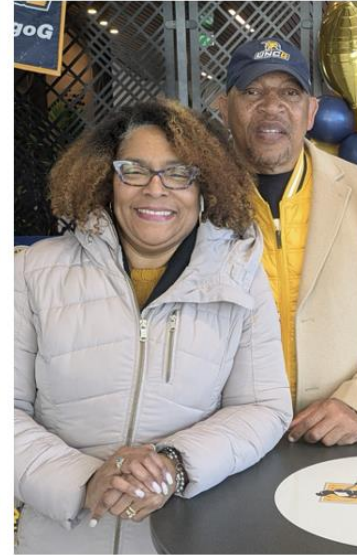


NCAA WATCH PARTY



NEW GRADS

SOCON BASKETBALL TOURNAMENT 2025



ALUMNI ENGAGEMENT

5 STORYTELLING

SOCIAL MEDIA



Facebook Reach: + 295% YOY

Instagram Reach: + 279% YOY

JANUARY 2025 – THE RAWK Open Rates: + 4.7% YOY



MONGOOSE TEXTING PLATFORM (1:1)

At Woman's College, In the 1950's, I experienced 4 wonderful years with exceptional male and female professors, both of whom gave us the message that we could do anything we wanted to do- heady information for us '50's girls. Judy Rosenstock Hyman '56

MARK YOUR CALENDARS

April 1	River Landing Alumni at WAM
April 1, 8, 15	Emeritus Society: Let's Go to Europe
April 2	Alumni Social, Raleigh
April 5	Pow Wow, UNCG Campus
April 11-13	Vanguard Reunion Weekend Celebrating the Class of 1975
April 21	Alumni All Access: Humanities at Work
April 24	Fit for Duty: Military Affiliated Health Careers (w/ HHS & Office of Military-Affiliated Services)
April 30	The Last Lecture: Diane Gill (Kinesiology), UNCG Campus
May 1	Reading Day Recharge, Alumni House
May 12	Alumni at Friends Home
May 8	Red Carpet Reception, Alumni House
June 5	Alumni at Greensboro Grasshoppers
October 18	Homecoming 2025 & Alumni House Naming

alumni.uncg.edu/events

INVESTING IN INFRASTRUCTURE