

Reunion Giving General Information

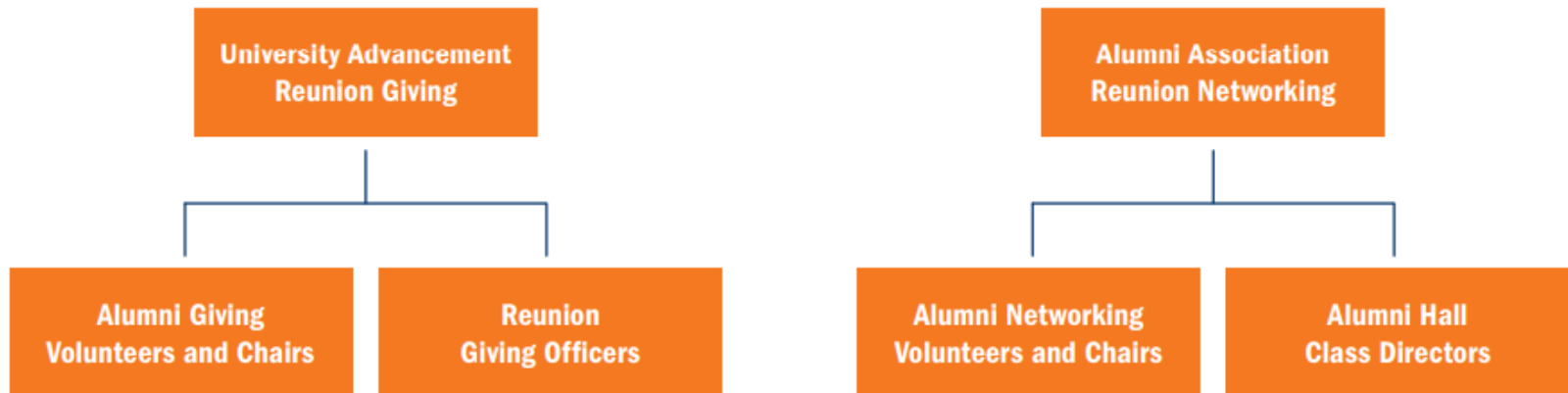
September 15, 2018



Reunion Giving Staff

- Beth Bishop, Director
 - Frasher Bolton, Assistant Director
 - Margaret Fisher, Assistant Director
 - Andrea Benelli, Development Associate
- Jake Durham, Development Coordinator/Data Analyst

Reunion Program Structure



Importance of Supporting UVA?

- Your participation sends a strong message of support for UVA as an institution, conveys satisfaction with your undergraduate experience, and shows a desire to provide today's students with the opportunities you were afforded.
- In the FY 2017–2018, the University's Academic Division received only **8.5 percent** of its operating budget from the state, far less than most of our public peers.
- **Private support is critical** for maintaining essential high quality academic programs and retaining and attracting excellent faculty.
- US News World Report considers alumni giving a prime indicator of satisfaction among graduates of all schools. Our peer institutions – Princeton, Stanford, Duke and Notre Dame – boast alumni participation rates that exceed **35 percent**. UVA's overall alumni participation is at **19%**.

Importance of Giving Committee

- Engage Classmates
- Liaisons for the Reunions program
- Increase Giving Participation
- Come Back, Give Back

Responsibilities of Committee Members

- Document Your Gift by December 31st
- Help Recruit Committee Members All Year
- Keep up with e-mail updates and information
- Reach out to classmates and encourage them to give back
- Attend Reunion Weekend
- Most of all, HAVE FUN

Growing the Committee

Echols Scholars
RA/Dorm Counselor
Omicron Delta Kappa
Lawn Residents
Hillel Foundation
Lile-Maupin Dorm
Watson-Webb Dorm
Watson Dorm
Cavalier Daily
Alpha Chi Omega

Balz-Dobie Dorm
Hancock Dorm
Humphreys Dorm
NROTC
Raven Society
University Union
Programs Council
Metcalf Dorm
Echols Dorm
Army ROTC

What Counts as a Reunion Gift?

- **Any Gift to Any Area of the University** made between July 1, 2018 – June 30, 2019 count toward the class goals.
- There is no class specific gift to one particular area or project.
- Five-year Pledges – Pledges initiated with the fiscal year will count as a whole toward the class goal. Example: \$5,000/year x 5-years = \$25,000 toward the class goal.

Making Your Gift

Document Gift by December 31, 2018

All Gifts to Any Area at the University Count

5 Year Pledges: Total Amount of Pledge counted in Overall Class Total

Use Reunion Giving Officer to help make giving EASY!

Different ways to Give: Planned Gifts, Stocks, Matching Gifts, Endowed Gifts, Capitol Gifts, etc.

Scholarships

#1 institutional priority

Over 30% of students awarded some level of need-based aid

UVA ranked #2 “best value” among public national universities (US News ‘18)

Bicentennial Scholars Fund (matching opportunity for gifts)

Gift	University Match	Total
\$2,500	\$1,250	\$3,750
\$12,500	\$6,250	\$18,750
\$100,000	\$50,000	\$150,000
\$1,000,000	\$1,000,000	\$2,000,000

Volunteer Resources

- **UVA Reunion Giving- Volunteer Resource Page**
- **Volunteer Training Manual**
- **Volunteers in Action database (Referred to as VIA)**

Volunteers in Action Database

- List of All Classmates
- Log into Account to gain Access
- Claim people to reach out to ask for a gift in honor of Reunion
- Send and Receive Emails
- Templates for Communication



New User

Returning User

U. Va. Volunteers in Action Login

User Name

Password

Remember Me

Login

[New User? Register Here](#)

[Forget Your Password?](#)

Reaching Out to Classmates

Classmate Selection

- Use UVA Volunteers in Action (VIA) to claim your classmates.
- Select 10-20 classmates from your school or student organizations.
- Your personal preference of communication

Solicitation Process

- First check your classmate's donor status in UVA Volunteers in Action or by checking the Donor Honor Roll on our class page www.virginia.edu/reuniongiving.
- Ask your classmates to make a gift of any amount to an area that is meaningful for them in honor of your reunion.
- Templates and talking points are located in VIA.

How Often Should I Reach Out?

Communication	Drop Date
Kick-off email	25-Sep-18
Facebook/Twitter Post	25-Sep-18
Fall Mailing (5 th – 60 th)	1-Oct-18
Fall Planned Giving Letter (20 th – 60 th) –Beth signer	1-Oct-18
Volunteer Contact Period #1	1-Oct-18
Fall Email (5 th – 60 th)	2-Oct-18
Facebook/Twitter Post	2-Oct-18
Fall Email Follow-up (5 th - 60 th)	6-Nov-18
Facebook/Twitter Post	6-Nov-18
EOY Email - Beth signer	11-Dec-18
Facebook/Twitter Post	11-Dec-18
Winter Email	29-Jan-19
Facebook/Twitter Post	29-Jan-19
Volunteer Contact Period #2	4-Feb-19
Thank You email to donors	12-Feb-19
Thank You Facebook/Twitter Post	12-Feb-19
Spring Mailing (5 th – 60 th)	25-Mar-19
Spring Email (5 th – 60 th)	26-Mar-19
Facebook/Twitter Post	26-Mar-19
Volunteer Contact Period #3	8-Apr-19

Take Into Consideration..

- Multiple Schools and Foundations at UVA
- Many different touch points during year
- Direct all Giving Questions to Reunion Giving Officer for Help

Reminders After Contact with Classmates

- Update your communications and results in VIA
- Update Reunion Officer of progress and results after you contact classmates.
- Keep all discussions confidential.
- Always say thank you!

Next Steps

1. Document your gift/pledge by December 31, 2018.
2. Log into VIA and Claim Classmates.
3. Reach out to classmates 3-4 times throughout the year.