

Giving Societies:

They're Not Just for Stewardship Anymore

THE UNIVERSITY OF CHICAGO

Leaders *in* Philanthropy

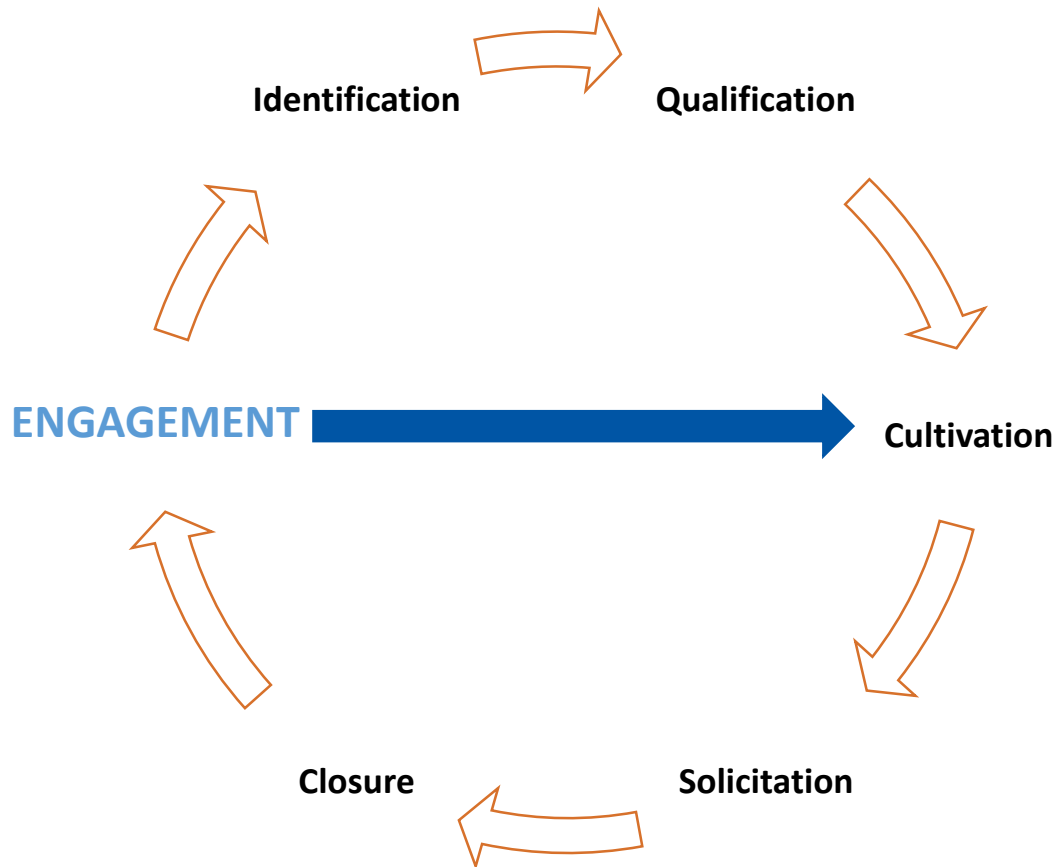
Chicago Society • Harper Society • Maroon Loyalty Society • Phoenix Society

- Overview of giving and recognition societies under the Leaders in Philanthropy Brand
- Engagement
- Summary and Questions

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How does our work impact our goals?



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What is an Annual Giving Recognition Society?

An annual giving recognition society honors and thanks those alumni, parents, and friends who provide us with an annual/yearly donation.



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The University of Chicago has three annual giving recognition societies



The MAROON
LOYALTY
SOCIETY



THE CHICAGO
SOCIETY
OF LEADERSHIP
ANNUAL DONORS

The University of Chicago Financial Aid Giving Society

Your Connection to
Inspired
Stewardship

What is an Cumulative Giving Recognition Society?

A cumulative giving recognition society that honors and thanks major gift donors who have reached a certain level of giving.



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What is a Planned Giving Recognition Society?

A planned giving recognition society honors and thanks donors who create a gift during their lifetime that will take affect at or after their passing.



PHOENIX SOCIETY

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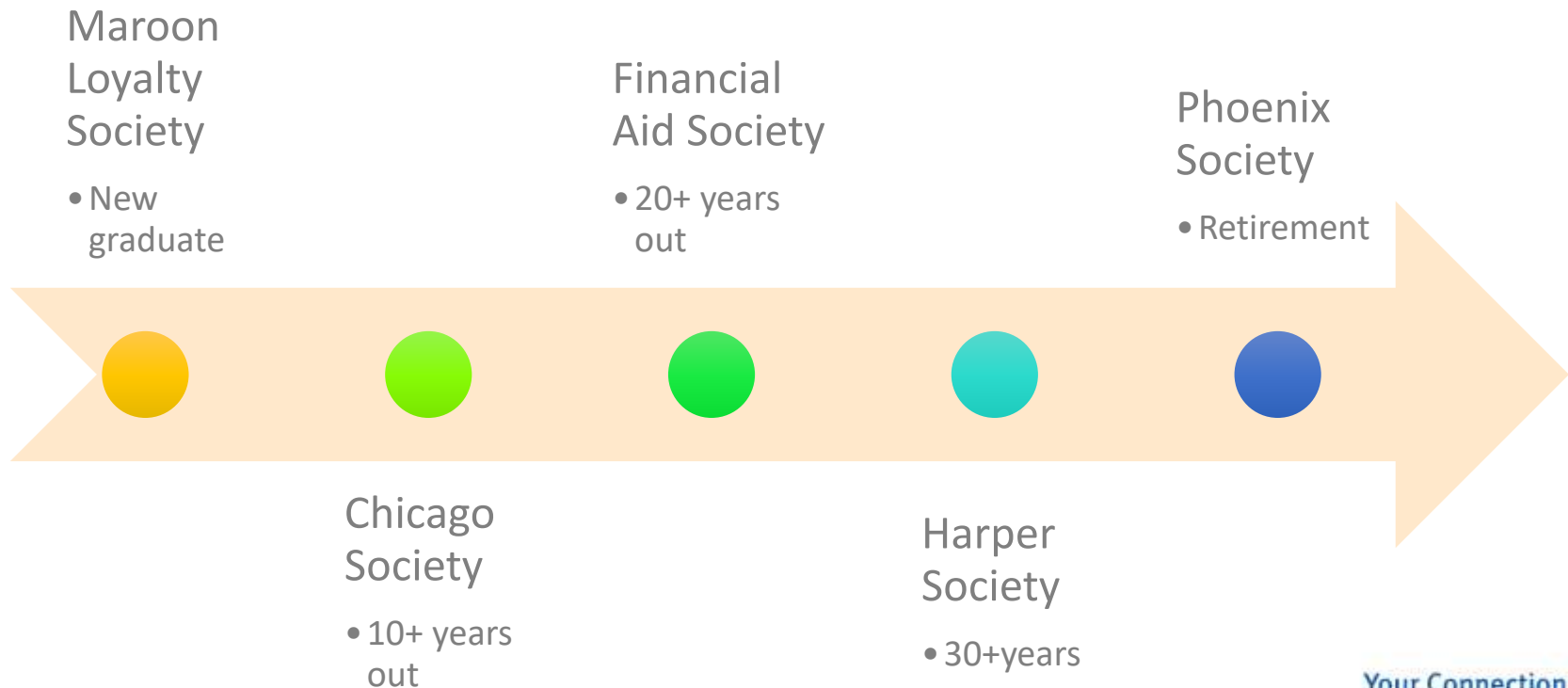
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Pipeline for Giving



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Donor Engagement Activities

- Giving societies
- Honor rolls
- Naming opportunities
- Stewardship planning for top donors & Trustees
- Stewardship reports
- Stewardship events
- Tokens of appreciation

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Donor Engagement: Honor Rolls

- What is an honor roll?
 - Defined
 - Consistent
 - Donor-centric
- Leaders in Philanthropy Honor Rolls

The screenshot shows the Alumni Association website with a navigation menu including 'ABOUT', 'CAREER RESOURCES', 'LIFELONG LEARNING', 'EVENTS', 'PHILANTHROPIC SOCIETIES', 'VOLUNTEER', and 'CLUBS & GROUPS'. The 'PHILANTHROPIC SOCIETIES' link is highlighted. Below the navigation is a section titled 'Leaders in Philanthropy Honor Rolls' with a list of links: CHICAGO SOCIETY, HARPER SOCIETY, MAROON LOYALTY SOCIETY, PHOENIX SOCIETY, COLLEGE HONOR ROLLS, and LEADERS IN PHILANTHROPY HONOR ROLLS. The 'LEADERS IN PHILANTHROPY HONOR ROLLS' link is selected, leading to a dark red page with the text 'Leaders in Philanthropy HONOR ROLLS'. Below this is a welcome message: 'Welcome to the University of Chicago's Leaders in Philanthropy Honor Rolls. These honor rolls recognize all who have ignited change on campus and in our community by supporting the University during the year (July 1-June 30). Thank you for your philanthropic support and sharing our commitment to providing academic excellence to our students, faculty, patients, and community. To learn more about the impact of philanthropic commitment, see the University's most recent annual report.'

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Donor Engagement: Strategic Events

- Regional Leaders in Philanthropy Dinners
- Celebration of Leaders in Philanthropy
- University Medal Dinner
- Individual donor events
- Building Openings
- Gift announcement celebrations

Donor Engagement: Strategic Events

“Insider Access” Events

- Joint Event with Institute of Politics – “on the cusp”
 - 95% Maroon Loyalty Society Members
 - 60% Chicago Society Members
- Regional Leaders in Philanthropy Tag-on Events
 - 90%+ Maroon Loyalty Society Members
 - 50% + Chicago Society Members
 - On average, of the 55 people who attend each event, 63% are members of all four societies.

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In Conclusion

- Engage early and often
- Use the pipeline for engagement and cultivation
- Reach out to colleagues

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Q&A

