Giving Societies:

They’re Not Just for Stewardship Anymore
• Overview of giving and recognition societies under the Leaders in Philanthropy Brand

• Engagement

• Summary and Questions
How does our work impact our goals?

Identification -> Qualification -> Cultivation -> Solicitation -> Closure -> Identification

ENGAGEMENT
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.
The University of Chicago has three annual giving recognition societies:

- The Maroon Loyalty Society
- The University of Chicago Financial Aid Giving Society

Leaders in Philanthropy
Chicago Society • Harper Society • Maroon Loyalty Society • Phoenix Society
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.
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.
Pipeline for Giving

- **Maroon Loyalty Society**
  - New graduate

- **Chicago Society**
  - 10+ years out

- **Financial Aid Society**
  - 20+ years out

- **Harper Society**
  - 30+ years

- **Phoenix Society**
  - Retirement
Donor Engagement Activities

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

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

• Engage early and often
• Use the pipeline for engagement and cultivation
• Reach out to colleagues
Q&A