

IT'S THE 15TH ANNIVERSARY OF A
TRANSFORMATIVE GIFT.

NOW WHAT?

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University Foundation

Roberta O'Hara, Senior Director of Donor Relations, Rutgers
University Foundation

QUIZ QUESTION #1:

WHO IS JOYCE HALL?

HINT:

He (yes, HE) was 18 years old in 1910 when he started selling handmade postcards in Kansas City, Missouri.

JOYCE CLYDE HALL

Founder of Hallmark Cards



THAT'S ONE OF THOSE HOLIDAYS
MADE UP BY THE
GREETING CARD INDUSTRY

WELL, NO...

Wedding Anniversaries date back to the Holy Roman Empire.

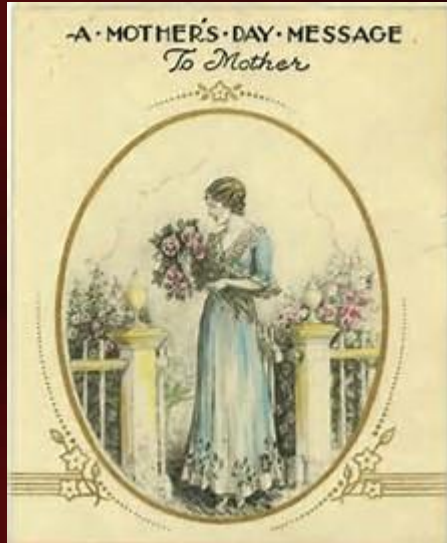


The earliest mention of a birthday celebration is actually in the bible: the crowning of an Egyptian pharaoh, which symbolized the transition to God status, was cause for a party.

Valentine's Day, too, has been around since A.D. 270, and the burial of Valentine.



ALSO,



Some hints of mother's day-like holidays were celebrated in ancient Greece and Rome, but Mothers Day on the 4th Sunday of Lent was popularized in the 1600s in England. This was a precursor to the Mother's Day we celebrate now, which is attributed to two women: Julia Ward Howe and Anna Jarvis.

QUIZ QUESTION #2:

WHICH SUCCESSFUL TELEVISION SHOW RAN FROM 1969 UNTIL 1974 AND WAS ORIGINALLY TITLED **MINE AND YOURS?**

ANSWER:







The human race has been celebrating milestones since the beginning of time.

The act of celebrating milestones and memories creates more memories

QUIZ QUESTION #3

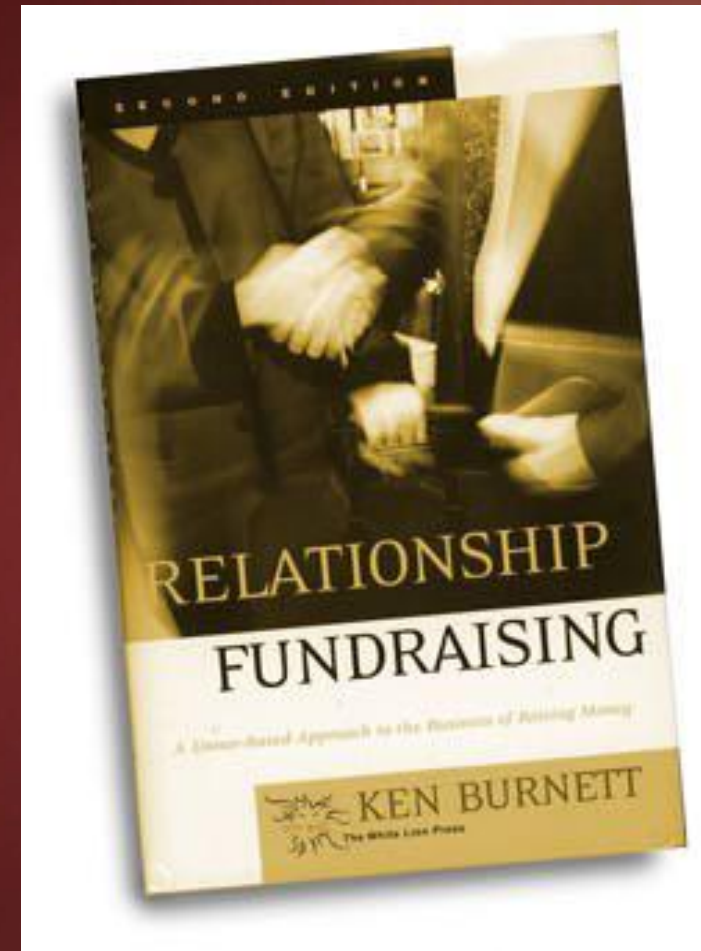
Who is Ken Burnett?

KEN BURNETT

MISSION-CENTRIC
FOCUS

VS.

MISSION-CENTRIC
AND
DONOR-CENTRIC
FOCUS



If as a species we are instinctually driven to honor significant moments in our lives, doesn't this instinct translate to the specific work of donor relations as well?

CELEBRATING DONOR MILESTONES

Here's two ways we are doing it at Rutgers

MILESTONE REPORT BOOKS

- 20 page book dedicated to the celebration of the donor's milestone and their impact on the university
- Donors must have given more than \$1M cumulative lifetime giving (gifts and pledges) and are currently being managed-stewarded or cultivated.
- Some sample content of what has been included in milestone report books:

TEPPER FAMILY ENDOWMENT AND SUPPORT FOR SCHOLARSHIPS/FINANCIAL AID

The Tepper Family Endowment, which was first used in the 2009-2010 academic year for financial assistance to students enrolled in the School of Arts and Sciences Honors Program, has provided financial aid to more than 100 students at Rutgers. We caught up with two former recipients of aid from the Tepper Family Endowment and proud Rutgers alumnae, Ashley Sawyer and Karin Zahavi.



ASHLEY SAWYER, J.D. DC'10

Stoneleigh Emerging Leaders Fellow, Education Law Center, Philadelphia, PA

Ashley Sawyer credits the influence of her family, her experiences at Rutgers, and her first full-time job after graduating as the inspirations behind her decision to study law and become an advocate for social change. As a student at Douglass Residential College, she worked with student organizations in behalf of people living with HIV/AIDS and helped organize events aimed at raising awareness of gender-based violence, educational inequality, and racial injustice.

A member of the New York Bar, Sawyer is now a law fellow at the Education Law Center in Philadelphia, where she provides policy advocacy around the general and special education needs of youth who are in the juvenile justice system. In addition, she has taken part in national and local panel discussions on the education and mental health needs of children who are incarcerated, and made presentations at the American Public Health Association annual meeting in Chicago, the National Legal Aid and Defender Association conference in New Orleans, and the Free Minds, Free People conference in Oakland, California.

Looking back to her time at Rutgers, Sawyer appreciates the scholarship she received from the Tepper Family Endowment. "Any financial support offered to undergraduate students has a significant impact; it tells you there are people who believe in you ... I am incredibly grateful for the Tepper funding and I sincerely appreciate the support that I received."

"I decided to go to law school because I felt strongly about using my education, skills, and passion to advocate on behalf of vulnerable and marginalized groups of people."

A TIMELINE OF YOUR SCARLET INFLUENCE

MAY 1957

Graduation from Rutgers College
with a BA in Economics

JUNE 1971

First recorded gift to Rutgers, \$5

JULY 1977

First gift recorded to Class of 1957 Fund

DECEMBER 1980

First recorded gift to the Rutgers Glee Club

DECEMBER 2005

First gift to the Shindell Athletic Fund

MARCH 2006

First Transformative Gift to endow the
Richard H. Shindell Chair in Neuroscience



MAY 2006

Rutgers University Medal for Philanthropic Excellence

JULY 2006

Board of Overseers

OCTOBER 2007

Loyal Son of Rutgers

JULY 2010

Board of Trustees

APRIL 2012

Second Transformative Gift for the construction
of the Richard H. Shindell Choral Hall in the
Robert E. Mortensen Building

JULY 2016

Board of Overseers Emeritus



FIRST ROW, left to right: **John Lech, Winifred Meyer, Paul Gavaris, Monica De Palma, Robert Schnur.** SECOND ROW: **Frank Castronovo, Ernest Mario, Carl De Marco, Editor; Ernest Crane, Tamara Hershops.** THIRD ROW: **Lawrence Powell, Charles Thiel.**

OUR PROCESS AND PARTNERS

- Data “go to” person to compile and research donor and gift milestones
- Admin support to create research file for writer
- University archives and libraries
- PM: Engaged before, during and after and to help establish donor priorities and customization
- Communications-create template, then suggest vendors when the template is too complex
- Team Centered approach within Donor Relations

OUTCOMES THUS FAR

- 2 reports have been distributed
- 2 are in final editing stages
- 6 in our queue for spring
- Changes we have incorporated to our process:
 - bridging the years if multiple milestone years
 - stock photography is not a bad thing
 - combining couples when possible

DONORS CELEBRATING MILESTONE REUNIONS

- Donors of \$500K plus cumulative lifetime celebrating reunions receive a customized, hand signed letter from the University President
- All alumni receive a postcard or email celebrating their undergraduate milestone reunion. Includes a message from the chancellor of the campus they graduated from. (approx. 65,000/year)

Mr. Abram J. Suydam, Jr.
54 Skillmans Lane
Somerset, NJ 08873-5317

Dear Mr. Suydam,



DEPARTMENT OF DONOR RELATIONS
120 ALBANY STREET, SUITE 201
NEW BRUNSWICK, NJ 08901

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In this 250th anniversary year of Rutgers, it is my pleasure to congratulate you on your own milestone: your reunion. I hope you will come to campus during the last weekend of April to celebrate this momentous occasion and reconnect with friends and classmates. It's also an opportunity to see for yourself Rutgers' continuing forward momentum—physically with much new construction and intellectually with leading-edge research and teaching.

Celebrating your milestone reunion in this anniversary year for your alma mater will be a great way to commemorate your part in the history of this revolutionary university.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob".

Robert Barchi
President
Rutgers, The State University of New Jersey

a great way to commemorate your part in the history of this revolutionary university.

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Sincerely,

A handwritten signature in black ink, appearing to read "R. Barchi".

NORTHWESTERN UNIVERSITY

- Tracking milestones for \$5M and up donors
- Recommending individualized touches to Deans and President
- Milestones of all types



ROBERT WOOD JOHNSON UNIVERSITY HOSPITAL

- 10 year anniversary of a large gift to name the children's hospital
- Held a conference, speakers, tours
- Resulted in additional gifts of more than \$5M



UNC - WILMINGTON

- Long Term Annual Donors
- Custom Confetti numbers (5,10, 15, etc), in party crackers

<https://www.etsy.com/shop/paperbella?ref=l2-shopheader-name>

- And



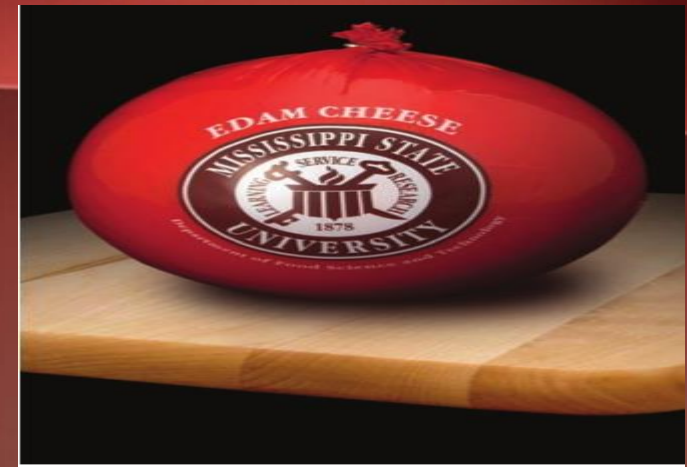
UNC – WILMINGTON, CONT.

a number of student stories to correspond with the number of consecutive years of giving (5 stories for 5 years of giving, etc.)



OTHER IDEAS

- Handwritten notes, emails, or calls from leadership
- Visits from leadership
- Visits to organization to witness firsthand the impact of their gift
- Photobooks, photos, framed prints, faculty books
- Brief one-page reports to longer, in-depth impact reports
- Newspaper ad (yes, newspaper!)
- Send cookies, balloons, fruit baskets, wine, cheese
- Student art
- Use www.touchnotes.com or <https://sincerely.com/postagram> to turn a photo into postcard
- Social Media shout outs, video messages
- Yearbook photos



RECOGNIZE ...

- the date donor received their admittance letter to the school
- the date donor received a varsity letter
- the date donor was released from the hospital
- the date donor's endowed fund started
- consecutive years of giving
- reaching milestone dollar levels (\$100,000, etc.)
- reaching a milestone number of scholarship/fellowship recipients
- reaching a milestone number of areas supported within an organization
- the years a donor has been cancer-free
- the anniversary of a building's opening
- birthdays, weddings, wedding anniversaries, promotions
- the first time they came back to campus for an event after graduating (if you know the date)
- Milestones that have nothing to do with the organization ... like the 10th anniversary of serving on the board of another organization!

WHY WE SHOULD ACKNOWLEDGE MILESTONES

- Reminds our DONORS that what they have done by making a gift is incredible.
- It keeps a focus on the positive.
- Reminds our DONORS that they have not been forgotten.
- Assists in cultivating a sense of community.
- Creates more memories.
- Takes inventory.
- Charts the course for the next gift.



**When we pause to
acknowledge something
that is noteworthy, the act
of pausing invites us to
notice everything else.**

Nichole Mastrianni

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Roberta O'Hara

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