

The Impossible Dream...

Going beyond endowments and scholarships
Stewarding Legacy, Facility, and Other Major Donors

Melanie Armstrong
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University of Alabama at Birmingham

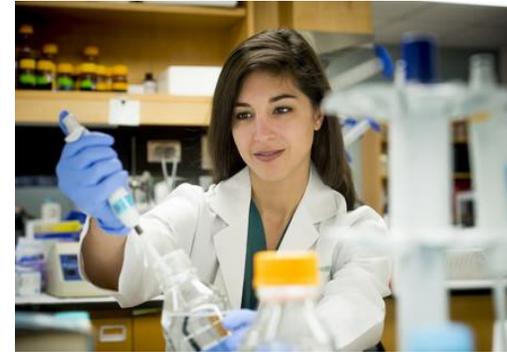
The Playlist

- ▶ *“Green Green Grass of Home”* - A little bit about UAB
- ▶ *“Follow that Dream”* - Why we do what we do
- ▶ *“Walk a Mile in My Shoes”* - UAB’s current strategies
- ▶ *“A Little Less Conversation”* - Planned Giving and Legacy Donors
- ▶ *“Workin on a Building”* - Facility Donors
- ▶ *“If I Can Dream”* - All those other donors... (non-endowment donors)
- ▶ *“T-R-O-U-B-L-E”* - Bringing it All Together
- ▶ *“Can’t Help Falling in Love”* - Creating your own stewardship strategy

“Green Green Grass of Home”

A little bit about UAB

- ▶ Established in 1969; very young campus
- ▶ Occupies more than 93 city blocks
- ▶ 19,535 students (fall 2016)
- ▶ 20,785 employees (campus and health system)
- ▶ Mission pillars of education, research, patient care, community service, and economic development
- ▶ “Research University I” by Carnegie Foundation
 - ▶ Ranked Top 20 nationally in federal R&D funding
 - ▶ 4th in SE for NIH



“Green Green Grass of Home”

- ▶ *The Campaign for UAB*
 - ▶ *10/1/2013 - 9/30/2018*
- ▶ *Development at UAB*
 - ▶ *Includes major gift and development officers, advancement services, annual giving, planned giving, alumni affairs, and university events*
 - ▶ *Over 100 development team members*
- ▶ *Stewardship and Donor Relations*
 - ▶ *Falls under Advancement Services*
 - ▶ *Four full-time staff members*
 - ▶ *Two part-time student assistants*
 - ▶ *Responsible for acknowledgements, leadership correspondence, governance, recognition, and reporting measurable results*

Development at UAB



“Follow that Dream”

Why Stewardship is Key

- ▶ Stewardship is the responsibility for taking good care of resources entrusted to you
- ▶ It is the link between the institution and the donor as you build trust, credibility, and gratitude through donor acknowledgement and recognition
- ▶ It is a strategy to keep your donors close to your institution once they have given gifts
- ▶ Stewardship assures donors that their gifts will be used as they intend and motivates donors to give again, at increased levels

“Follow that Dream”

Measurable Results

- ▶ More than anything else, information in the form of measurable results is what influences donors to give again
- ▶ 93% of individual donors would definitely or probably give again...to a charity that thanked them promptly and in a personal way...and followed up later with a meaningful report on the program they had funded
- ▶ Under these circumstances,
 - ▶ 64% would give a larger gift
 - ▶ 74% would continue to give indefinitely

“Walk a Mile in My Shoes”

Current UAB Stewardship Strategies

- ▶ Endowment Reporting
 - ▶ All living donors, honorees, or contacts
 - ▶ Year-round reporting
- ▶ Non-Endowment Reporting
 - ▶ Started major gift reporting in 2013/14
 - ▶ Include mid-level donors in 2017
 - ▶ All donors of \$2,500
- ▶ Planned Giving
- ▶ Facilities

“Walk a Mile in My Shoes”

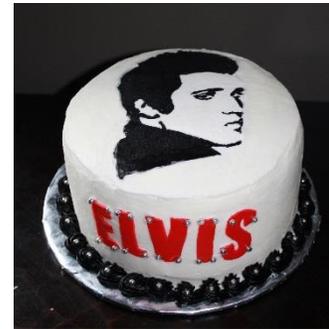
▶ Cupcake Model

- ▶ Endowments: financial snapshot, purpose statement, and investment report
- ▶ Current-use fund donors; one-page impact statement



▶ Birthday Cake Model

- ▶ Endowed scholarships
- ▶ Non-donor contacts for chairs and professorships



▶ Wedding Cake Model

- ▶ For donors who have made large contributions or have given to multiple areas on campus
- ▶ Customized with lengthier messages from beneficiaries

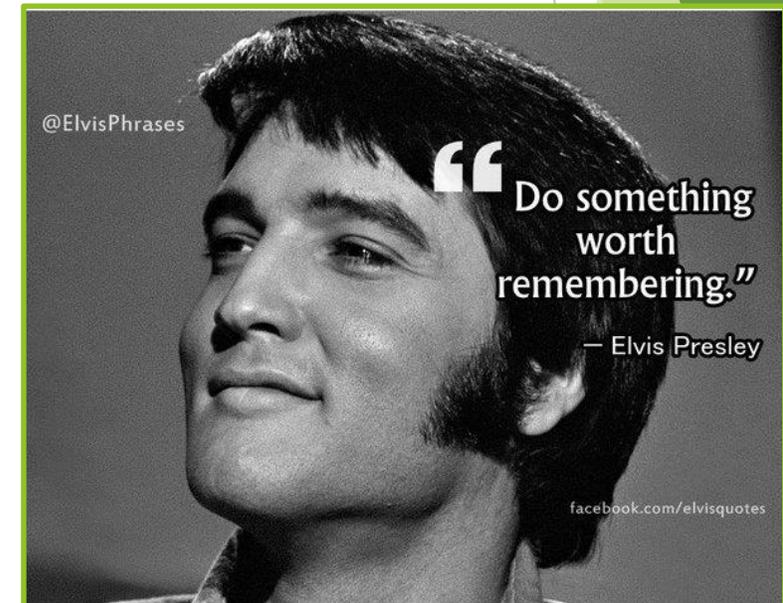


“A Little Less Conversation, A Little More Action”

Legacy/Planned Giving

▶ Why?

- ▶ Keep them connected; they become invested
- ▶ Let them know that you know why they gave a planned gift
- ▶ Potential for current gifts
- ▶ Because its our duty!!

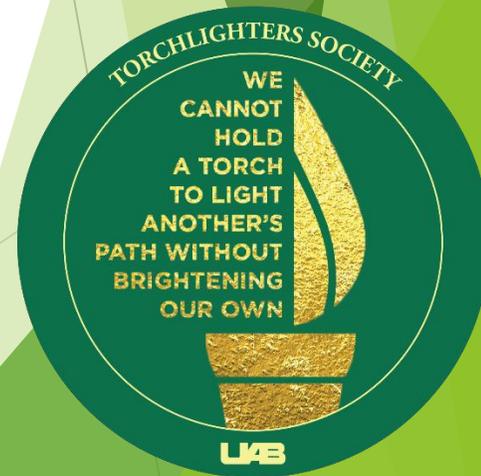


“A Little Less Conversation, A Little More Action”

Legacy/Planned Giving

▶ How?

- ▶ Share measurable results
 - ▶ If giving to a current endowment - go ahead and share a report
 - ▶ If giving to a new endowment - share how similar endowments (e.g. Scholarships) impact the organization
 - ▶ If giving current-use - share how their future gift will add to current measurable results
 - ▶ If facility or other - use quotes from beneficiaries or leadership
- ▶ Make personal touches
 - ▶ Share an update on an initiative they support or may be interested in
 - ▶ Phone calls by various staff members
 - ▶ Invitations for one-of-a-kind experiences, like a day in the lab or student performances
 - ▶ Connect their planned gift with things currently happening on campus



LEIGH THOMPSON ENDOWED SCHOLARSHIP IN NURSING

Because of your legacy commitment, the **Leigh Thompson Endowed Scholarship in Nursing** will support outstanding nursing students far into the future, providing financial support as they pursue their passion and accomplish their goals. These future nurses will follow in the footsteps of those before them who, like you, have paved the way through excellent patient care, a career of outstanding nursing service, and a commitment to supporting those who follow them. The University cannot express enough its gratitude for your planned gift. Thank you for your leadership and dedication to **changing everything.**



THE IMPACT OF NURSING SCHOLARSHIP ENDOWMENTS

"I am extremely thankful for scholarship support because it is assisting me in achieving my life-long goal of becoming a health-care professional. These monetary awards allow me to relieve some of the financial burden off of myself and my family. I plan to honor the providers of my scholarships by striving to do my best academically and by immersing myself into the School of Nursing." – Jamie Long, Class of 2017, BSN

"I want to extend my deepest gratitude for my donor's kindness and thoughtfulness. This generous gift has given me an opportunity to stay committed to my goal of becoming a nurse practitioner without some of the financial stress. I could not do this without this assistance and investment in my future, and every scholarship has put me in a better position to accomplish my goals. In particular, this semester I can complete my clinical-hours requirement, pay for books, pay for my certification review materials and focus on class without needing to worry about my finances. My family and I cannot thank my donor enough for this kindness. I look forward to paying it forward to another student down the road." – Joanne Butler, Class of 2017, MSN



DEPARTMENT OF NEUROSURGERY

The UAB Department of Neurosurgery's mission is to provide adult and pediatric neurosurgical services to residents of Alabama and individuals living in the southeastern region of the United States. More than 17 neurosurgeons work in the Department which in 2016 was ranked 25th nationally and 5th among public institutions by *U.S. News & World Report*. The faculty is fully committed to the growth and advancement of the field of neurosurgery and they demonstrate their dedication, daily, through the training of the next generation of neurosurgeons by way of residency and fellowship programs.

Also, UAB neurosurgery is involved in a collaborative research program with neurology that specializes in the evaluation, diagnosis, and treatment of disorders of the body's central nervous, peripheral nervous, and muscle systems. The areas explored, as it relates to specialized services in addition to the general clinic care, include stroke, critical care, epilepsy, dementia and behavioral neurology, movement disorders, headache, clinical neurophysiology, neuroimaging, neuroimmunology, neuro-oncology, neuromuscular disorders, muscle and nerve histopathology, and neuropsychology.

Philanthropic support ensures the Department is able to sustain and grow its rigorous resident education program, a robust research portfolio, and provide the very best in clinical care. Your legacy gift to the Department will **Change Everything.**





the CAMPAIGN for UAB

NEWSLETTER

2016-2017 SPECIAL EDITION: PLANNED GIVING



Mary Jean and Danny Sanspree

LOOKING AHEAD: RETIRED PROFESSOR INCLUDES EYE CARE IN ESTATE PLAN

"I can see!"

Mary Jean Sanspree says those words are the best part of her volunteer work in Alabama's Black Belt. I'll take glasses to people who have had eye exams, and that's the fun part. They all say, "I can see!" Dr. Sanspree and her husband, Danny, have made current and future gifts to ensure those happy exclamations continue well into the future.

As a UAB professor, Dr. Sanspree was part of the Rural Alabama Diabetes and Glaucoma Initiative, conducting research and providing eye exams for those in need in the heart of the state. Dr. Sanspree, who retired in 2013, still volunteers once a month and serves on the Dean's Community Advisory Committee for the School of Optometry.

"The gift will support rural eye care for the indigent," Dr. Sanspree says. "What we found in the Black Belt is that eye care is the last medical care someone will seek. By the time they take care of it, they've had severe vision problems. They might have glaucoma and would lose vision slowly and not really notice it until it got really severe."

In 2007, Dr. Sanspree established the **Frech Family Endowed Support Fund** for the Rural Alabama Diabetes and

Glaucoma Initiative. Her late parents, Harry Eugene and Libby Frech, also made a gift to complete the endowed support fund. In 2012, the Sansprees included a bequest to the fund in their estate plan.

"My main goal in giving is to encourage other faculty to feel the importance of carrying on what they love to do," Dr. Sanspree says. "When the faculty gives, it tells the public that they believe in UAB."

From 1984 until her retirement in 2013, every day at UAB was different, Dr. Sanspree says. She floated between the worlds of research in the School of Optometry and training teachers for the blind in the School of Education. Sometimes she took graduate students from the School of Education to the Black Belt so they could participate in giving basic eye exams.

She says UAB allowed her to do what she loved. "That's the best thing you can say about a job."

"Through giving, you can keep your love of your job going after you finish working. You hope that somebody will come along and pick it up and love it, too."



There is a very real relationship, both quantitatively and qualitatively, between what you contribute and what you get out of this world.



Oscar Hammerstein II
(1895-1960)

“A Little Less Conversation, A Little More Action”

Legacy/Planned Giving

- ▶ Goal
 - ▶ Make them even more proud of their legacy gift
 - ▶ Show them how their gift will change the future of the organization
 - ▶ They can help inspire others

“I want his name to live on, and so when meetings are held in the John R. Durant Educational Facility, his name will be there. He loved UAB—it was his heart.”

-A Planned Gift Facility Donor



“I’m working on a building It’s a true foundation”

Facility Stewardship

- ▶ Why?
 - ▶ Keep them engaged during the building process because it can take a while
 - ▶ Communicate the change that inevitably happens during construction
 - ▶ Create strong relationships that mean and serve *more* than a monetary investment



“I’m working on a building It’s a true foundation”

Facility Stewardship

▶ How?

▶ Share those measurable results

- ▶ Tell them how their investment is changing and evolving the future of the landscape
- ▶ Give them tools to engage on their own like virtual tours and construction web cams
- ▶ Tell them the exciting things that will take place inside the new facility
 - ▶ Involve students, faculty, leadership

▶ Make personal touches

- ▶ Construction tours
- ▶ Photos
- ▶ Invitations for groundbreaking and other facility-related events

#TOGETHERWEARE

UAB'S NEW FOOTBALL OPERATIONS FACILITY

- HOME
- IMPACT
- OVERVIEW
- TIMELINE
- NAMING OPPORTUNITIES
- GET INVOLVED
- GIVE NOW



I came to UAB because of how special I knew it could be. Our program has faced a glaring need from a facilities standpoint that affects practice time, preparation and recruiting success. This facility is going to give our team a tremendous advantage and is a game changer for us in every way.

We need you now more than ever to help write the next chapter of UAB Football. We want to push ourselves to be excellent in everything we do. With your support, we will be prepared for every opponent and have the ability to compete at the highest level.

WIN THE DAY! Go Blazers!

Bill Clark

Bill Clark
UAB Head Football Coach

IMPACT



"We are committed to investing in the enhancement of the student-athlete experience, and philanthropy provides the necessary margin of excellence that UAB student-athletes deserve. Great facilities make a powerful impact on their success."

— Mark Ingram
UAB Director of Athletics



"This was a vision. It was about UAB, because UAB matters. UAB is the most powerful engine in our community. This gift was to the community, for Birmingham, because we believe in our city. We are marching forward, and this project is a major victory for our city."

— Hatton Smith
Chair, UAB Athletics Campaign Committee
CEO Emeritus, Royal Cup Coffee & Tea



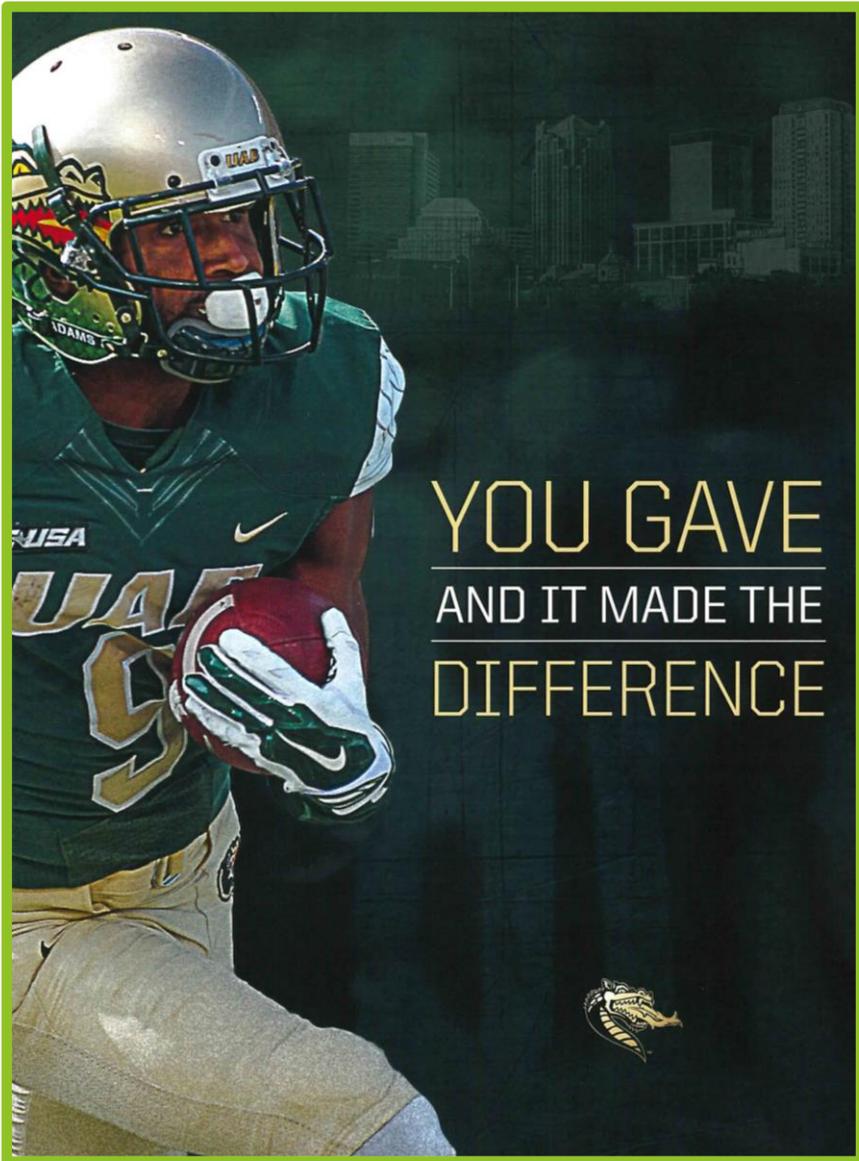
"Since UAB had the vision to charter us, and is the largest employer and most dynamic economic driver in the state, we believe an investment in UAB will yield returns for Legacy members and for the entire community."

— Joe McGee
President and CEO,
Legacy Community Federal Credit Union



"This facility is something this region should take great pride in. When I played, I used to imagine bringing my family back to campus in 20 years, knowing I had been a part of UAB Football's growth. That is our reality, and it's very special to me."

— Justin Craft
Former Blazer Student-Athlete
President, Nowlin & Associates, Inc.



YOU GAVE
AND IT MADE THE
DIFFERENCE



UAB FOOTBALL UPDATE

Head UAB Football Coach Bill Clark announced the signing of a top Conference USA recruiting class where the Blazers signed 19 junior college student-athletes during the mid-year signing period and another 18 players signed on national signing day in February 2016. The return of UAB Football has become a national story in the recruiting world as these incoming players represent nine different states. The coaching staff continues to rebuild the depth chart with high levels of interest from recruits around the nation. UAB Football recently completed an encouraging spring practice with approximately 60 football student-athletes. Those on campus continue to train every day in preparation for the 2017 season.

The new era of UAB football returns to competition September 2, 2017. The Blazers will host Alabama A&M. The complete 2017 non-conference schedule has been announced and also features games against the University of Florida, Ball State, and Coastal

Carolina. The 2018 schedule has the Blazers facing Texas A&M and Coastal Carolina in non-conference competition with the remaining opponents currently being finalized.

A brand new, state-of-the-art Football Operations Center and practice facility is drawing closer to reality. Fundraising is ongoing and the momentum remains strong. This past month, stages three and four were approved at the UA System Board of Trustees meeting. The 46,000 square-foot facility will include locker rooms, weight and training rooms, administrative offices, team meeting rooms and more. The practice complex will also consist of practice fields, one of which will be covered by an open-air pavilion, for a total project cost not-to-exceed \$22.5 million. The anticipated start date for the project is August 2016 with a targeted completion date prior to the 2017 season. This new home for UAB Football will enable Blazer student-athletes to compete at the highest level in Conference USA and nationally.





Collat School of Business Building Expansion

The Collat School of Business is taking the lead. We are building a new home for business education in Birmingham. This new building will be an incubator for ideas, transforming our students into business leaders and attracting the very best talent in teaching and research.

The Collat School of Business is proud to be a vital part of the incredible renaissance taking place in our Magic City. Every day, our students, faculty and staff break new ground by pushing boundaries, innovating ideas, inspiring others, and turning challenges into opportunities.

Surrounded by the South's premier business enterprises, our outstanding students live, study and work in an environment infused with an entrepreneurial spirit that transforms ideas into new business and fosters discovery and creativity. The result is an engaging learning experience that extends outside the classroom, well beyond the boundaries of UAB's campus.

Come learn about our new home and the inspiring innovations that will change our

university, our community and our world. Together, we will continue to break new ground.



Collat Campaign News



Inspiring Innovation & Entrepreneurship



Giving Something Can Change Everything



Leading the Way



Creating a Learning Community



Naming Opportunities



A Transforming Space



The Architects



More than Bricks and Mortar



Enriching the Experience

Knowledge that will change your world



Dean Eric Jack and the Collat School of Business are excited to announce stage IV planning for the Collat School's new home was approved by the University's Board of Trustees on November 3, 2016.

Stage IV approval by the Board authorizes the University to begin construction and awards the facility's construction contract to Brasfield & Gorrie, LLC. Brasfield & Gorrie will serve as the general contractor on the project. Groundbreaking for the new building is scheduled for December 9th, 2016 at 10 am at the future site of the building. With an estimated 18-month construction timeline, occupancy should take place in the new building summer 2018.

With the help of generous community partners, this project will be the cornerstone for a new innovation and entrepreneurship district in Birmingham focused on expanding technology commercialization efforts to attain positive impacts on economic development for the community, state, and beyond. The new building will provide adequate space for growth of Collat School and Bill L. Harbert Institute through creating multipurpose learning spaces that include breakout rooms for team projects, engaging space for entrepreneurial projects, classrooms designed for team-based learning, a state-of-the-art trading room, labs for behavioral research and sales presentations, a three-story atrium optimal for social interactions and leadership activities, career services space, and study rooms for students.

Your support of Collat is exemplary. You are helping to plot the course for the future of not only Collat, but also the UAB community, the region, and the state. This building will stand as a pillar of your dedicated commitment to future business leaders, entrepreneurs, and innovators.



Details

- Located on the north side of University Boulevard between 12th and 13 streets south
- Architects are William Blackstock Architects of Birmingham and Robert A. M. Stern Architects of New York City
- Four stories and 109,000 gross square feet in size

Enriching the Experience

The new building is designed not only to embody the new UAB student experience but also to become a symbol of it. From the moment students enter the building they will be enveloped in a special learning community. From the large central atrium to student organization areas, classrooms, offices, and lounges, every space is designed specifically to foster interaction among students, faculty, staff, alumni, and businesses. Designed to create a sense of academic community and to nurture relationships that will last for decades, the building embodies Collat's experiential learning approach to education and prepares graduates for success in a modern workplace.

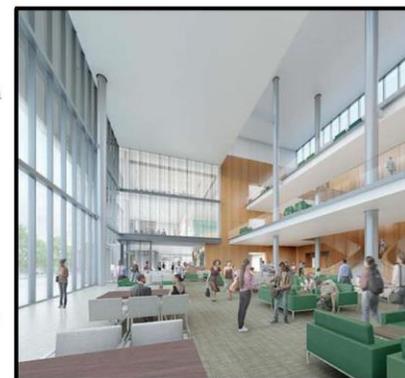
Inspiring Innovation & Entrepreneurship

Collat aspires to be a business school known for leadership, innovation, and entrepreneurship. Together with the Bill L. Harbert Institute for Innovation and Entrepreneurship, Collat will bridge the gap between theory and practice, encouraging students to challenge the status quo, explore new business solutions, and push their learning beyond the classroom.

Creating a Learning Community

The multi-use building will also house centers that set the stage for advanced learning and allow students to create relationships with local leaders that extend beyond the classroom.

- The *Bill L. Harbert Institute* will serve as the entry point for businesses seeking to collaborate with UAB, encouraging innovation and entrepreneurial education on campus.
- The *UAB Healthcare Leadership Academy* is a joint collaboration between Collat and the UAB School of Medicine to prepare faculty, physicians, and health-care executives to be successful leaders.
- The *Nielsen Innovation Lab* will provide students the opportunity to interact with innovative thinkers and entrepreneurs and to help incubate ideas from concept to start-up.



For more information and updates, visit www.uab.edu/collatbreaknewground



BREAK NEW GROUND
UAB

“I’m working on a building It’s a true foundation”

Facility Stewardship

► Goal

- Show donors that they are the foundation
- Create community cheerleaders
- Inspire others to give and become involved

“This was a vision. It was about UAB, because UAB matters. UAB is the most powerful engine in our community. This gift was to the community, for Birmingham, because we believe in our city. We are marching forward, and this project is a major victory for our city.”- Facility Donor and Outspoken Supporter



“If I Can Dream”

Stewarding Non-Endowment Donors

▶ Who?

- ▶ Donors making gifts to non-endowed funds
- ▶ Annual fund donors
- ▶ Mid-level and major giving donors
- ▶ Faculty/Staff/Leadership

▶ Why?

- ▶ Maintain the relationship
- ▶ Because if properly stewarded, donors will give again

55%

**NUMBER OF DONORS WHO SAY THEY
NEVER OR RARELY RECEIVE MEASURABLE
RESULTS ON THEIR GIFTS AT WORK.**

Source:
Donor-Centered Fundraising
Penelope Burk
Cygnus Applied Research, Inc.

“If I Can Dream”

Stewarding Non-Endowment Donors

▶ How?

▶ Start small

- ▶ Create strategies
- ▶ Involve fundraisers

▶ Share those measurable results!

- ▶ Seek out impact information from beneficiaries
 - ▶ Student and faculty photos, charts, quotes, etc.
- ▶ Create large stewardship pieces based on projects

▶ Make personal touches

- ▶ Phone calls from leaders, beneficiaries
- ▶ Arrange meetings or tours

UAB COMPREHENSIVE CANCER CENTER

NEURO-ONCOLOGY RESEARCH ACCELERATION FUND

UPDATE • 2017



SETTING THE STANDARD FOR EXCELLENCE

According to the American Cancer Society, more than 23,000 people will be diagnosed with cancers arising from primary brain tumors in 2017. Patients and their families struggle to cope with associated dementias, personality changes, seizures, paralysis, and other neurological disabilities that may develop as the disease progresses. Conventional treatments for primary brain tumors (gliomas) are not very effective, and most patients with malignant gliomas live no more than one to two years after diagnosis.

Gliomas pose a unique challenge to scientists, and their study demands a unique research environment. Thanks to significant new knowledge in the neurosciences and a critical concentration of clinical and research expertise at the UAB Comprehensive Cancer Center, scientists at the UAB Division of Neuro-Oncology have an opportunity to expand understanding of the widely varying mechanisms behind glioma development and growth. **Thanks to philanthropic support, UAB is making advances that may accelerate discoveries and bring life-changing treatments to people with primary brain tumors.**

TRANSLATING RESEARCH INTO NEW THERAPIES

The Division's ultimate goal is to translate basic science research findings into meaningful patient care therapies. The following highlights just a few of the neuro-oncology translational research efforts currently underway at UAB.

PROJECT 1: IDENTIFYING GENETIC RISK FACTORS OF GLIOMA

Currently, there are no known genetic or environmental risk factors associated with glioblastoma. Under the direction of **Louis Burt Nabors, M.D.**, UAB has partnered with Glioma Southeast, a regional consortium of institutions participating in an epidemiological glioblastoma study. Researchers have finished genotyping DNA using the Affymetrix Biobank Array, which was designed for high-powered genome-wide genotyping of large sample collections. The goal is to develop a resource that will help researchers identify genetic variants that increase risk for glioma or that impact survival after diagnosis. Results could also help pinpoint molecular processes that are disrupted in glioma, which may suggest new avenues for treatment.

GIVE SOMETHING | CHANGE EVERYTHING

PROJECT 2: ROLE OF PRMT5 IN GLIOBLASTOMA DEVELOPMENT

Xiaosi (Stan) Han, M.D., Ph.D., is studying glioma stem cell regulation, which is critical to understanding the development of gliomas. He recently discovered that PRMT5 gene expression is significantly increased in patients diagnosed with glioblastoma. Furthermore, genetic modification and reduction of the PRMT5 gene significantly inhibits cancer cell growth. Dr. Han's laboratory speculates that increased PRMT5 expression results in the activation of particular cells that are resistant to chemotherapy, and is currently testing a novel inhibitor of PRMT5 in treatment of glioblastoma models.

PROJECT 3: TARGETING RNA BINDING PROTEINS

Dr. Nabors' laboratory has demonstrated that an RNA binding protein—HuR—is overexpressed in glioma and forms an abnormal protein polymer in cancer cells, thereby promoting glioma progression. Working with Southern Research Institute, his laboratory has developed a genetic screening test and identified molecules to block this process. The National Institutes of Health supported the findings by awarding Dr. Nabors' laboratory a \$1.8 million grant over the next five years.

PROJECT 4: SEQUENCING MITOCHONDRIAL DNA IN PATIENTS WITH GLIOMA

Human mitochondrial DNA (mtDNA) is a maternally inherited, double-stranded circular DNA encoding a total of 37 genes. UAB researchers have identified nearly 300 inherited, pathogenic mutations that cause human disease in the mtDNA. Numerous lines of evidence (including the work of **Corinne Griguer, Ph.D.**) now indicate mitochondrial dysfunction in glioma formation. Dr. Griguer's laboratory is working to produce the first comprehensive investigation of mtDNA variation in glioma onset and development.

PARTNERS IN PROGRESS

Support from community partners allows the Neuro-Oncology Research Acceleration Fund to invest in promising, innovative research and offers UAB scientists access to cutting-edge technologies that have the potential to change the nature of neuro-oncology cancer treatment. **By improving our understanding of the complex mechanisms that drive the formation of gliomas, researchers are opening exciting new avenues of diagnosis and treatment.**

We are seeking visionary philanthropic partners to help accelerate the pace of our efforts to bring new and more effective neuro-oncology treatments to patients. **Your support can have a lasting impact on the future quality of life for people diagnosed with primary brain tumors.** Thank you for your continued support for our neuro-oncology research initiatives. Together we can seize this unique scientific opportunity to transform the neuro-oncology treatment landscape.

FOR MORE INFORMATION

Lisa E. Roth | Senior Director of Development and Community Relations
UAB Comprehensive Cancer Center | WTI 210H | 1720 Second Avenue South
205.934.0930 | lisaroth@uab.edu | Birmingham, AL 35294-3300

We have attempted to provide realistic goals and expectations involving the existing work and research at UAB regarding neuro-oncology research. Due to the very nature of research, however, please note that outcomes and results are very difficult to predict, and there are no guarantees as to timing estimates or alternate success.

UAB COMPREHENSIVE
CANCER CENTER
Knowledge that will change your world

**NCI
CCC**
A Comprehensive Cancer
Center Designated by the
National Cancer Institute

UAB FUND FOR EXCELLENCE

The UAB Fund for Excellence supports strategic investments in the University's greatest needs. Generous funding through the Fund for Excellence allows leadership to support these important initiatives and continue to accomplish great things for the Birmingham community and beyond.



UAB's greatest needs include:

- Education initiatives, such as student scholarships and recruiting visionary faculty members
- Research in schools and centers campus-wide
- Patient care that reflects our ability to translate discoveries into revolutionary therapies in one of the nation's largest academic medical centers
- Community service that improves education, the arts and humanities, health, economic prosperity, and quality of life through service at home and around the globe
- Economic development that fosters and stimulates innovation and entrepreneurship that enhances all aspects of the city and state



PROUD UAB MOMENTS

- Student recruitment and retention - Fall 2016 enrollment broke records with 19,535 students
- UAB employs almost 21,000 individuals
- UAB Hospital delivered more than 4,000 babies in 2015
- As of December 31, 2016, The Campaign for UAB has raised \$769,936,771
- U.S. News & World Report ranked UAB in the Top 27 nationally for online degree programs

For a full report on our groundbreaking year, please visit www.uab.edu/president/report for the 2016 annual report.

Because of **your generous support**, the UAB Fund for Excellence helps the University move forward with vital initiatives throughout campus enriching the campus community, improving patient care, and supporting collaborative research.

UAB DEPARTMENT OF THEATRE

The Department of Theatre, affectionately called Theatre UAB, was founded in 1970. It has a rich history of training students through hands-on experiences in every aspect of production and performance. State-of-the-art facilities provide a home base for study with true industry professionals. Because of generous philanthropic support from Ms. Carol Odess, Theatre UAB is able to attract talented students and provide them with extensive training through a nationally-recognized and fully-accredited program.



THIS IS THEATRE UAB

- Fully accredited by the National Association of Schools of Theatre
- Winner of university theatre's highest honors, including regional and national recognition by the Kennedy Center/American College Theatre Festival
- Two Pre-Professional Tracks in Performance and Design/Technology
- Annual Budget of \$50,000 for five fully-mounted productions
- Many opportunities each year for students to design scenery, costumes, lighting, or sound
- Four touring companies performing in venues all over the state
- 14 full-time faculty to mentor one's development as an artist, technologist, or manager
- Two state-of-the-art performance facilities—the Odess Theatre and The Sirote Theatre
- 12-station computer lab with cutting-edge industry software and hardware
- 54 courses in theatre and related topics
- Annual participation in the Kennedy Center/American College Theatre Festival



“If I Can Dream”

Stewarding Non-Endowment Donors

- ▶ Goal
 - ▶ Donors become connected
 - ▶ Donors continue to give
 - ▶ You have showed them that they have made a difference

All I ever wanted was to
help people, love them,
lift them up, spread some joy.

- Elvis Presley

T-R-O-U-B-L-E

Bring it Together

T

Timely Reporting of Impactful Information

R

Relationship Focused Strategies

O

Opportunity Driven Outlook

U

Understand their Passion for Giving

B

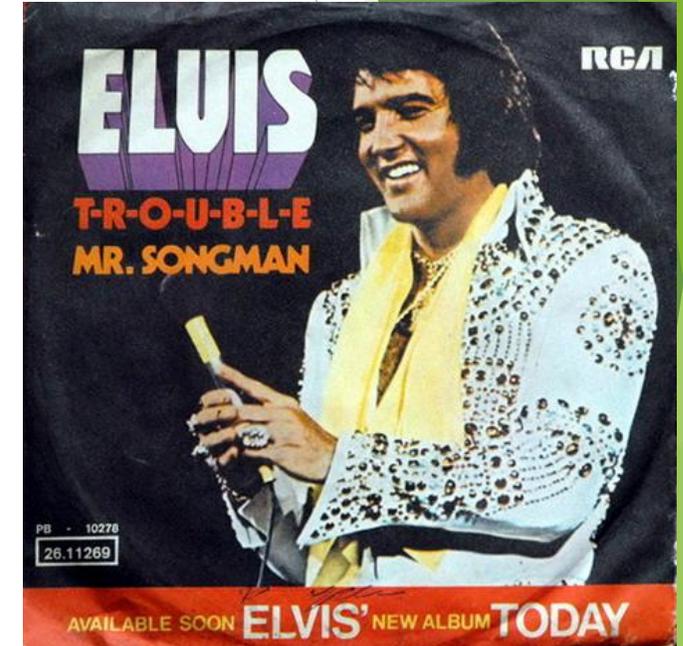
Build Strong Foundations

L

Legacy!

E

Effort - Show 'em!



“Can’t Help Falling in Love”

Make Your Own Strategy

- ▶ Convey impact now to planned giving/legacy donors
 - ▶ Keep them engaged and connected to the organization
- ▶ Update and inform facility donors
 - ▶ Communicate changes - they happen!
 - ▶ Share big news or important steps
- ▶ Create a stewardship plan for non-endowed donors
 - ▶ Decide on a threshold (e.g. \$2,500 and up)
 - ▶ Communicate with gift officers for buy in and partnerships

“Thank you very much.”

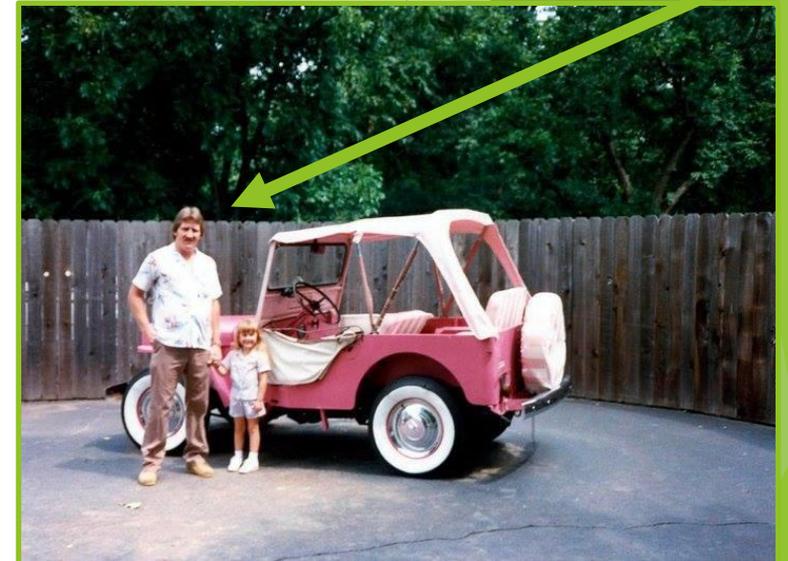
Questions? Comments? Ideas?

Feel free to contact me with additional questions/comments:

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- ▶ Burk, Penelope. *Donor Centered Fund-Raising*. 1st ed. Chicago: Cygnus Applied Research, 2003. Print.
- ▶ Emlen, Julia, and Chris Bingley. *Intentional Stewardship*. 1st ed. Washington, D.C.: CASE, 2007. Print.
- ▶ Elvis Presley Official Web Site. *Elvis.com* N.p., 2017.

Thanks for the inspiration, Dad!



Graceland. Circa 1986