



10th Annual ADRP NYC Regional Conference

Friday, June 10, 2022

Minute to Win It

AD
RP



- **Amy Massimo**
Director, Donor Relations
Hackensack Meridian Health
Foundation
- **Shelley Drozd**
Donor Relations Writer
Lehigh University
- **Lisa Honan**
AVP for Advancement Operations
University of New Haven
- **Barbara Mlawer**
Director, Stewardship
NYU Langone Health
- **Casey Sharkey**
Director, Donor Relations and
Principal Gift Stewardship
Lehigh University

Gratitude Books:
NO Dusting Required



Amy Massimo
Director, Donor Relations
Hackensack Meridian
Health Foundation

The 5 Ws (and an H)



Who:

- Select Donor
- Legacy gift?
- Designation easily articulated into thanks
- Someone who has been recognized before?

What:

Gratitude Book. NO dusting Required

When/Where:

Special Event

Why:

Memorable
Unique
Personal
Meaningful

The 5 Ws (and an H)



How:

- Partner with your gift officer/relationship manager. They will be your champion!
- This takes longer to do than you think
- Solicit letters from multiple areas: physicians, leadership, patients, team members
- Avoid creating templates
- Designers can create personal letterheads!
- Make it personal
- Presentation counts



March, 2021

Dear Joe,

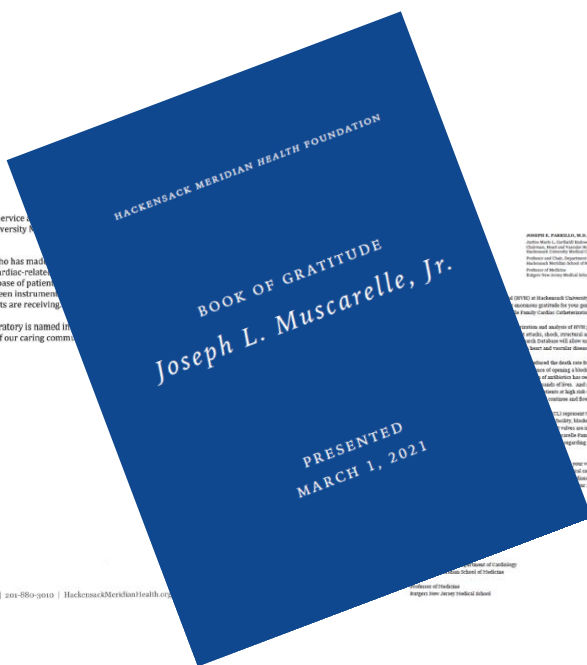
It is my honor to thank you for your many years of service to our patients and their families at Hackensack University Hospital, especially the Heart & Vascular Hospital.

Joe, you are a dedicated leader in our community who has made improvements in the lives of patients undergoing cardiac-related procedures. Your generous gift to establish a real-time research database of patient cardiac catheterization laboratory procedures has been instrumental in providing real-world data and shaping the cardiac care patients are receiving.

It is only fitting that the Cardiac Catheterization Laboratory is named in your honor. Thank you for being such an inspiring part of our caring community.

Sincerely,

Ihor S. Sawczuk, M.D., FACS
Regional President, Northern Market
Chief Research Officer
Hackensack Meridian Health



JENNIFER A. FARBELLA, M.D.
Joseph L. Muscarelle, Jr. M.D. is a highly respected leader in the field of interventional cardiology. He is a past President of the American College of Cardiology and a past President of the American Heart Association. He is also a past President of the American Society of Interventional Cardiology and a past President of the American Society of Catheter Interventional Cardiology.

JOSEPH L. MUSCARELLE, JR., M.D.
Dr. Muscarelle is a highly respected leader in the field of interventional cardiology. He is a past President of the American College of Cardiology and a past President of the American Heart Association. He is also a past President of the American Society of Interventional Cardiology and a past President of the American Society of Catheter Interventional Cardiology.

DR. MUSCARELLE'S CONTRIBUTION TO THE FIELD OF INTERVENTIONAL CARDIOLOGY
Dr. Muscarelle's research and clinical work have been instrumental in the development of new catheter-based therapies for the treatment of coronary artery disease. His work has led to the development of new catheter-based therapies for the treatment of coronary artery disease, including the development of new catheter-based therapies for the treatment of coronary artery disease.

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HACKENSACK UNIVERSITY
MEDICAL CENTER FOUNDATION

CELEBRATING
Helena Theurer

MARCH 3, 2020
Good Day Mrs Theurer,
JTCC has b
for me, a 16 year
Patient, one of the
gifts in my life. I
treatment in the S
in 2004



Hackensack Meridian
Johns Hopkins University
Cancer Center

Dear Helena Theurer

Mrs. Theurer

thank you

Dear Mrs. Theurer,
I am so grateful for your support and guidance. You have been a steady and supportive presence, and your hope has been a source of strength for me. I am so grateful for your support and guidance. You have been a steady and supportive presence, and your hope has been a source of strength for me.

Hackensack Meridian Health

June 25, 2020

Dear Helena

It is my privilege to thank you for your years of devoted leadership and guidance as Executive Vice President and Chief Executive Officer of the Hackensack Meridian Health Cancer Center.

It is with great pleasure I have this opportunity to thank you for your strength and dedication. Your leadership and vision have been instrumental in the success of the John H. Hutter Cancer Center. It is a privilege to have you as a part of our team, and we are grateful for your leadership and dedication. We are proud to have you as a part of our team, and we are grateful for your leadership and dedication.

I have the honor to thank you personally.
Rodie Kail



HACKENSACK UNIVERSITY
MEDICAL CENTER FOUNDATION



CELEBRATING
Helena



"Helena, tonight, we gather to applaud your extraordinary and HISTORIC commitment to the mission of fighting cancer. In addition to your loyalty to us, your devotion and compassion set in motion a series of events that not only changed the landscape of cancer care and research here, but has transformed the lives of countless people within our community, and I dare say, around the globe."

—Helen A. Canning
President, Chief Development Officer, North Region




THANK YOU HELENA THEURER

Hackensack University Medical Center Foundation pleased to announce that our dear friend, Helena Theurer, has made a historic gift to the foundation for general cancer research through the creation of the Helena Theurer Cancer Care Center named in memory of her life.

In honor of her generous philanthropy, Hackensack University Medical Center will address and commemorate the Helena Theurer Pavilion.

The Helena Theurer Pavilion is the convergence of some of the highest and most comprehensive health care innovation programs in the country and will continue the landscape of medicine in our community and across the globe.





Gratitude Books:
NO Dusting Required

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Questions

Now, That's Saying Something:
Designing Impact Reports for
Maximum Effect

AD
RP



Shelley Drozd
Donor Relations Writer
Lehigh University
Development and Alumni
Relations



Smart creative starts with the fundamentals of good journalism.

- WHO are you producing the report for?
- WHAT resources exist within your organization?
- WHEN is your deadline?
- WHERE can you find trustworthy information?
- WHY produce an impact report?
- HOW to execute for maximum surprise and delight?





Why produce an impact report?

- a) To deliver a stewardship update
- b) To commemorate a milestone
- c) To show appreciation/express gratitude
- d) To demonstrate donor impact
- e) All of the above





Who are you producing the report for?

- Alumni donors in the principal/major gifts space
- Typically gives to multiple philanthropic passions
- Audience of one = highly personalized reporting





When is your deadline?

- Determines project scope and format (print or digital)
- Hard deadline (e.g., planned donor visit)
- Soft deadline (e.g., anniversary year celebration)





What resources exist within your organization?

- Gift officers/frontline fundraisers
- Subject matter experts
- Creatives:
 - Writers
 - Graphic designers
 - Photographers
 - Proofreaders
- Project managers





Where can you find trustworthy data?*

- Registrar for degrees conferred, graduation years
- Career center for placement statistics
- Office administrators for college-, department-, or organizational-specific data
- Communications/public relations departments
- Librarians
- Athletics organizations

***in higher ed**





How to execute for maximum surprise and delight?

- Schedule an intake meeting with project stakeholders
- Lengthen lead times/expect the unexpected
- Identify interviewees, research resources
 - Repurpose where possible
- Design and launch data collection devices:
 - Survey instrument
 - Photographic assets



What makes a great photo?



- High-resolution - minimum 300 dpi at 100%
- On iPhone: Settings>Camera>Formats>High Efficiency
- Phones seek bright light; place in front of subject
- Zoom with legs, not fingers
- JPGs less prone to data loss, preserves quality
- PNGs are smaller files, less file density, pixel quality
- Why not rip images from the web?
 - Most are trademarked
 - Poor quality for print projects





How to execute for maximum surprise and delight?

- Build a detailed outline/circulate for review
- Think visually, write tightly
 - Chunk up the copy
 - Use photos, captions, pull quotes, and graphics to convey info at a glance
- Proofread approved copy before submitting for layout
- Review proofs promptly/send to printer
- Manage review cycles to meet deadline





2022 Recap

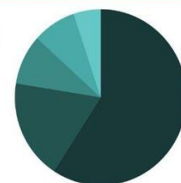
\$696,076
DOLLARS RAISED

In just 24 hours, on April 27, 2022, we raised the most donors and dollars during any Giving Day!

2,565
total gifts with an average gift size of **\$287.63**

1,806
UNIQUE DONORS

- 58% - 914 Alumni
- 18.7% - 338 Faculty and Staff
- 9% - 163 Parents
- 8% - 151 Friends
- 5% - 91 Students



THANK YOU!

The success of our fifth annual Giving Day is a testament to the collective impact of the entire Lehigh community. This support shows your Lehigh spirit of generosity, dedication to create change, and commitment to ensure students have the best opportunities to innovate and engineer impactful futures.



47/50
states and 9 countries

"I am proud to have North Dakotans experience the opportunity that my daughters received by attending Lehigh University."
Thelma Dimattio '21P | ND

"I am proud to give back to the place that launched my career and provides invaluable opportunities to the community to learn and explore diverse perspectives."
Stacie Brennan '03 '04

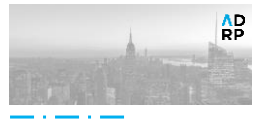
41 donors made a record **\$275,500** in challenge and matching gifts



Next steps:

1. Exhale.
2. Decompress.
3. Take a victory lap for a job well done.
4. Conduct a post-mort and document it for posterity. It'll make the next project an easier go.





Thank you for your time and kind attention.

I wish you all the success you can stand!



Now, That's Saying Something:
Designing Impact Reports for
Maximum Effect

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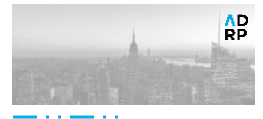
Questions?
sed308@lehigh.edu

Build the case to build your team!
Using Research and Donor Input to Expand Your Donor Relations Program

**AD
RP**



Lisa Honan
Associate Vice President,
Advancement Operations
University of New Haven



Step 1 - Set the Stage

1. Identify the problems – those within your control and those NOT within your control.
2. Think about the goals – but not too deeply yet...
3. Think about the value you want to deliver – not to your donors, but to your organization



Step 2 – Internal Research and Evaluation

Assess your effective programs and activities

What is less effective – who would miss them?

Do you KNOW what's positively impacting your donors?

What could be improved, streamlined, or jettisoned to make you more effective?

Job descriptions – are responsibilities grouped correctly?

Do you have the right people?



Step 2 continued – External research

1. Review national donor research reports
 - Penelope Burke
 - Donor Relations Guru
 - Giving USA
 - Educational Advisory Board (EAB) – membership organization
2. Peer benchmarking /ADRP /Conference conversations
3. And if you dare – do a survey of your donors...
BUT BEWARE – you may have to listen to them...

Step 3 – Start Brainstorming



1. Take the opportunity to engage your team members and other partners
2. Talk about BIG IDEAS grounded in metrics and qualitative feedback
3. Balance standard program basics with new, creative tactics
4. Strategic plan with 3-year projection including:
 - Ending unproductive practices
 - Enhancing current activities
 - Implementing new programs
 - Ballpark operating budget
 - Does this mean revised team job descriptions? New Positions? Get the budget number included early

Step 4 – Make the Case for Support



1. Create a bulleted synopsis of changes and improvements for your management.
2. Include ballpark resources necessary to accomplish, and timeline
3. Speak to things you know are important to leadership and discussed regularly within the division
 - Giving societies
 - Acknowledgements
 - Individual Stewardship
4. Create job descriptions so you're ready – prioritize them
5. Drive approvals up the chain. Fundraisers are your allies!

Step 5 – Implementation



1. You can't eat an elephant in one bite! Start with two-pronged approach
 - a) At least one systematic changes that cover a wide range of people
 - b) One or two individual touches that affect the top people and get immediate feedback.
2. Unite with a few strategic partners
3. Document everything you do. Let your progress be seen!
4. And if you can prove it, link your work to gifts.

Build the Case to Build Your Team

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Questions?

How donors helped NYU Grossman School of Medicine become the first tuition-free medical school in the US

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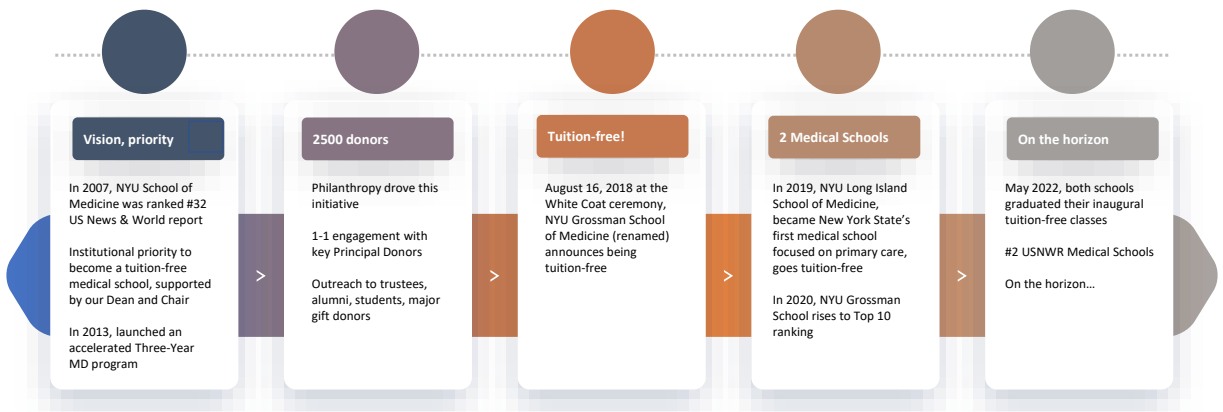


Barbara C. Mlawer
Director, Stewardship
NYU Langone Health



In 2018, NYU Grossman School of Medicine became the first tuition-free medical school in the United States
This history making initiative started with support from donors

The road to tuition-free *2007 to current*



**We started small by targeting key principal donors
with highly personalized donor books**

"His students" A point of pride for the donor



Michael, 18, is a senior at the University of Michigan. He is the son of the donor mentioned in the text.

"I'M GOIN' ADVANT THEM TH

WHERE YOU BELONG: The donor is a senior at the University of Michigan. He is the son of the donor mentioned in the text.

DO YOU BELIEVE YOU'VE PASSEDD WITH THIS OPPORTUNITY? The donor is a senior at the University of Michigan. He is the son of the donor mentioned in the text.

WHAT ARE YOUR CAREER GOALS? The donor is a senior at the University of Michigan. He is the son of the donor mentioned in the text.

HAVE YOU CHANGED IN YOUR FIRST YEAR AS A NEW STUDENT? The donor is a senior at the University of Michigan. He is the son of the donor mentioned in the text.

HOW DO YOU FEEL ABOUT YOUR EXPERIENCE? The donor is a senior at the University of Michigan. He is the son of the donor mentioned in the text.



Michael, 18, is a senior at the University of Michigan. He is the son of the donor mentioned in the text.

"THE MONEY THEY'RE GIVING IS ONLY TO US AS INDIVIDUALS, BUT IT HAS THE POTENTIAL TO AFFECT SO MANY OTHER PEOPLE."

WHAT HAS BEEN THE MOST SURPRISING ASPECT OF YOUR SCHOOLING EXPERIENCE? The donor is a senior at the University of Michigan. He is the son of the donor mentioned in the text.

WHAT ARE THREE CHALLENGES YOU'VE FACING? The donor is a senior at the University of Michigan. He is the son of the donor mentioned in the text.

WHAT DOES YOUR EXPERIENCE TEACH YOU IN SCHOOL? The donor is a senior at the University of Michigan. He is the son of the donor mentioned in the text.

HOW HAS YOUR EXPERIENCE SHAPED YOUR VIEW OF THE WORLD? The donor is a senior at the University of Michigan. He is the son of the donor mentioned in the text.

HOW DO YOU FEEL ABOUT YOUR EXPERIENCE? The donor is a senior at the University of Michigan. He is the son of the donor mentioned in the text.

Handwritten notes of thanks



Matthew Kingery
Phoenix, Arizona

What are your experiences so far?
I love waking up every morning knowing that it'll be learning something that day that will help me to become a better provider of care, and that it'll be sharing the experience with classmates that have become like family to me.

Why does your chosen field need you?
Because I will be a great doctor. I'm always searching for opportunities to learn and improve myself, and I am confident that I will remain committed to my practice and my patients over many years.

Dr. and Mrs. Silverstein,

I cannot possibly thank you enough for naming me as one of the recipients of your scholarship. Your generosity has, without a doubt, changed my life forever. Not only did you make it possible for me to attend NYU, but you also opened up a world of opportunities that would have been otherwise out of reach. I hope to complete one of NYU's dual degree programs - either the MPH or the MBA - so that I will have the skills and knowledge as a physician to make an impact on both individuals and larger populations.

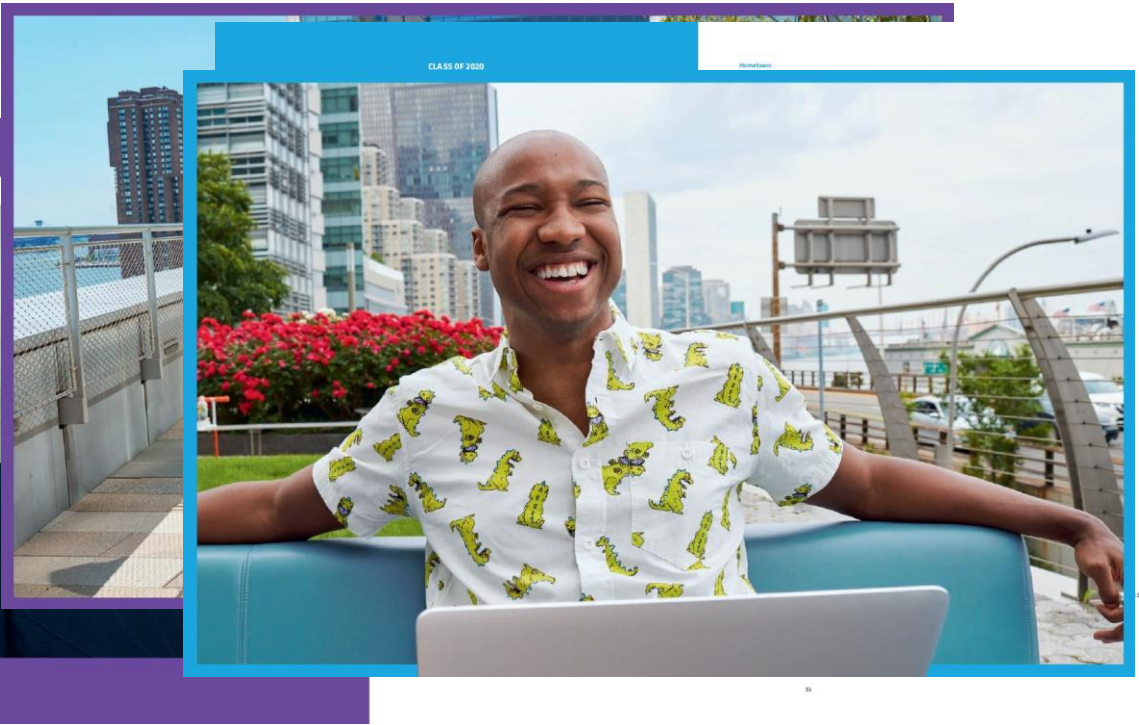
As I have never lived in any major city, one of my greatest hopes when applying to medical school was that I would be able to experience city life for the first time. Having the opportunity to live and become a doctor in New York City - the greatest city on earth - is something that I will be eternally grateful for. I have only lived here for a few months, but I have already fallen in love with this place. To have the support of two individuals who have played such a tremendous role in inspiring this city is truly one of the greatest honors that I can imagine.

It was an absolute pleasure to meet you!


Matt Kingery




**And in 2019, after the announcement, we developed a
stewardship book for all scholarship donors**



Annually, we produce reports for all our scholarship donors



CLASS OF 2020
CLASS OF 2021



Keshav Mangalick

HOME TOWN:
Shoreview, MN


UNDERGRADUATE COLLEGE/MAJOR:
University of Pennsylvania/Biology

SPECIALIZATION:
Internal Medicine

Over the past year, I have been working hard to learn how to be part of a healthcare team as a clerk on the wards. Nearing the conclusion of these 12 busy months, full of highs and lows, underlined further by the stress of taking care of real live patients, it can be easy to get lost in the science of diagnosis and treatment. However, it is even more importantly easy to become overwhelmed by this vast body of knowledge, delicately balanced between the objective and the subjective. In the midst of this wild mix of emotional experiences, I've learned to take time to reflect on the things I see and the people I meet.

Reflecting on this today, my predominant emotion is that of gratitude. It is inspiring to see that they have dedicated the fruits of their labor to promoting the next generation of art and science. During the early mornings and late nights, when I feel exhausted by the long hours in the hospital and the library, I am reminded that our efforts are not primarily for grades or to match at a prestigious residency program, but to pay forward the incredible generosity afforded by our teachers, mentors, and patients for our future patients and students.

As such, the extraordinary gift that I have received has affected me in many ways. Not only does this generous scholarship allow me to pursue clinical and research pursuits without needing to take a part-time job or choosing a specialty based on my ability to pay back loans, but it also pushes me to give back in a long-term fashion through mentoring younger students, writing case reports about patients whose diagnoses were missed, and taking extra time to promote health literacy amongst my patients so that they may stay healthy and outside of the hospital for longer. Without having to worry about paying back loans, I look forward to being able to spend my extracurricular time focusing on these long-term pursuits so that I may provide some of the mentorship and generosity I have been so lucky to receive to the generations of bright clinicians and researchers who will succeed me.



Dina Levy-Lambert

HOME TOWN:
New York, NY


UNDERGRADUATE COLLEGE/MAJOR:
Massachusetts Institute of Technology/Computer Science and Molecular Biology

I am extremely thankful to have received this scholarship. I always imagined myself moving back to my hometown, New York City, for medical school, but was worried about both paying for tuition and the astronomically high cost of living. The scholarship made the choice to attend NYU School of Medicine (NYUSOM) an extremely obvious one. It gave me the chance to come back home to be near my family, and attend one of the best medical schools in the country. It allowed me to train in a place serving perhaps the most diverse patient population in the country, a school always focused on refining its curriculum using student input and the changing landscape of medicine, the ideal place to learn how to become a doctor. The scholarship is also important to me as it has given me the freedom to explore all the facets of medicine without worrying about finances. It has enabled me to focus on finding a specialty suited for me, rather than one that would have helped pay off my debt. It has inspired me to give back to my community as well, by getting involved in the New York City free clinic, a free clinic run by our medical students, first as a volunteer and then as a member of its steering committee. This generosity has made a big impact on my medical school education, taking a big load off my shoulders and enabling me to go through medical school worry-free, something I will always be thankful for.

When NYU School of Medicine announced that the whole school would become tuition-free, I noticed a big change in the community I had never seen my classmates so happy and thankful. Spirits have remained high all year, making the environment of NYUSOM an even better one than it had been the previous year. Student debt is a huge problem in this country, and knowing that NYUSOM and the donor community came together and set out to accomplish what seemed impossible, to make the school tuition free, was unbelievably heartwarming and awe-inspiring for us students. It was a true milestone, one that will hopefully inspire other medical schools to attempt to do the same. Students will now be able to attend NYUSOM regardless of financial status, devoid of worries about rising debt, an accomplishment that will have a tremendous impact on a new generation of doctors.

YOU MAKE
A NEW ER
MEDICAL E

Prepared for Vilcek Merit



2

NYU SCHOOL OF MEDICINE
100 UNIVERSITY PLACE
NEW YORK, NY 10003

40

40

All the pieces gave us reusable assets



"I will take every opportunity to pay it forward. This gift multiplies far beyond one individual. It's a gift to community, to patients, to medicine."
 – E.T. '19

"I will be a better doctor because I will be a better person. I am able to maintain my humanity because I'm not under financially crippling loans." – G.C. '20

"I know that throughout my career I will give back to students from a similar background as mine who need someone to make their dreams possible – just as people who invested in my education have made mine possible." – E.D.L. '19



THANK YOU

Questions?



Celebrating Scholarships: A Digital Experience

AD
RP



Casey Sharkey

Director, Donor Relations and
Principal Gift Stewardship

Lehigh University

Celebrating Scholarships

Home Student Voices Just for Fun Learn More

The Cheryl Miller Flamini Memorial Endowed Scholarship: A Legacy of Gratitude

Kiara's Story Andy's Story

Chao's Story Isabel's Story

Student Snapshots
From London to Linderman to the UC front lawn, browse photos submitted by today's students!

GO Getters Podcast: Celebrating Scholarships
Tune in to a special edition of GO Getters as host Joe Buck, vice president for Development and Alumni Relations, interviews Adrian Suarez.

Brown & White Wisdom
What advice do you have for today's Lehigh students?



<https://lehighscholarship.org/>

Content Collection & Zoom Meetings

- Surveys shared with donors and students seeking their input, advice, photos, etc.
 - 92 students responded to content survey
 - 13 donors responded to content survey
- Offered Zoom meetings to PG/Trustee, and assigned donors with gifts on the pipeline – 95 households
 - 35 total requests
 - 24 completed



Dear Ms. Sharkey,

One of Lehigh's most meaningful traditions is the annual Scholarship Celebration, which gives you the opportunity to meet the students that your scholarship supports and hear firsthand how your generosity is impacting their lives. While we are still unable to gather in person, we would like to invite you to pass on your Lehigh wisdom and pride to today's scholarship students through a digital experience.

Through the [survey link](#) below, please answer a few brief questions about your Lehigh days and submit a photo. These will become part of a special online presentation that will be unveiled in May. We hope you'll take a few minutes to contribute and help today's students understand the power and potential of a Lehigh education.

[Take the Survey](#)

Thank you for your generosity to Lehigh students and your unwavering support of scholarships and financial aid.

Audience and Deployment

Segment 1 – All donors, alumni, and friends who are coded to endowed funds at \$100k and donors with current use scholarships

1) Now live! Visit the Celebrating Scholarships Website

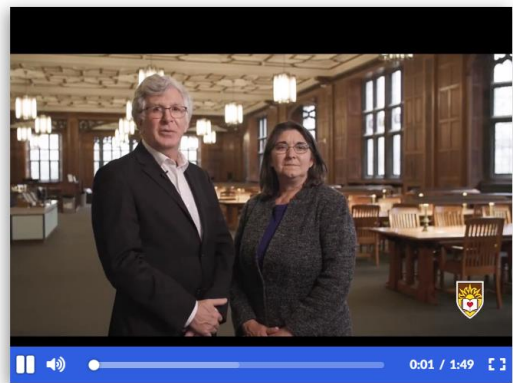
We hope you enjoy this special video message from James '85 and Sharon Maida '17P '19P, introducing you to our new [Celebrating Scholarships website!](#)

We invite you to then visit the new website to hear from the exceptional Lehigh students whose lives are forever changed by your generosity.

WATCH YOUR VIDEO!



2)



Take me to the Celebrating Scholarships website

Though we were unable to gather in person this year, I hope you've had a chance to enjoy this [special digital experience](#) and to hear how your generosity has had an impact on Lehigh's exceptional students.

Scholarship support is a key priority of [GO: The Campaign for Lehigh](#), and I'm very thankful for your commitment.

With gratitude,
Joseph E. Buck

Audience and Deployment

Segment 2 – All donors to scholarship and financial aid designations



Thank you for giving to scholarships and financial aid at Lehigh. Not only are scholarships and financial aid the top priority of GO: The Campaign for Lehigh, the challenges of the past year have revealed just how critical your support is and how very much it means to our students and to our entire community.

We're excited to share the [Celebrating Scholarships](#) website, a new digital experience celebrating our exceptional students and the generous donors, like you, who rallied, as never before, to make their Lehigh stories possible.

Because of you, Lehigh students continue to GO toward the future. Thank you for all you make possible, today and tomorrow.

[Visit Celebrating Scholarships](#)



Celebrating Scholarships

Home Student Voices Just for Fun Learn More

The Cheryl Miller Flamini Memorial Endowed Scholarship: A Legacy of Gratitude

Kara's Story Andy's Story

Chao's Story Isabel's Story

Student Snapshots
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GO GETTERS

GO Getters Podcast: Celebrating Scholarships
Tune in to a special edition of GO Getters as host Joe Buck, vice president for Development and Alumni Relations, interviews Adrian Suarez.

Brown & White Wisdom
What advice do you have for today's Lehigh students?



<https://lehighscholarship.org/>

Metrics



May 5 – 18, 2021 (initial launch – Segment 1)

- Over 1,400 pageviews from 300 users.
- Average session duration was just over 2 minutes with an average of just under 3 pages per session.
- Engagement numbers for those who reached the site via a ThankView invitation were exponentially higher.
- **Top Content (initial launch)**
 - [Homepage](#): 46.6% pageviews; 39% unique pageviews
 - [Student Voices](#): 7.8% pageviews; 8.3% unique pageviews
 - [A Legacy of Gratitude \(Flamini\)](#): 6% pageviews; 7% unique pageviews
 - [Virtual Connections](#): 4.7% pageviews; 5.4% unique pageviews
 - [Just for Fun](#): 4.38% pageviews; 4.68% unique pageviews

May 19-June 10, 2021 (public launch – Segment 2 and social)

- 40% of total traffic to the site was driven by social media traffic
- People who visited the site from the general imods email spent more time and browsed more pages per session than any other audience with an *average* duration of nearly 7 minutes
- **Top Content (public launch)**
 - [Homepage](#): 31.3% pageviews; 21.9% unique pageviews
 - [A Legacy of Gratitude \(Flamini\)](#): 14.9% pageviews; 17.9% unique pageviews
 - [Kiara's Story](#): 5.8% pageviews; 6% unique pageviews
 - [Student Voices](#): 4.4% pageviews; 3% unique pageviews
 - [Andy's Story](#): 4.2% pageviews; 3.7% unique pageviews

[Link to full analytics report](#)

Successes & Lessons Learned

- Repurposing materials/videos for wider use
- First time sharing impact with wider audience
- Heavy collaboration with donor relations and marketing and communications teams
- Zoom meetings were well received; donors preferred quality time and interaction with their students
- Intentional focus on both donor/student experience
- Video is most viewed content
- Too much content; might've benefited from a more targeted approach. Could've resulted in better ROI
- Pre-launch engagement was low
- Needed more time for a project of this magnitude

CHAMPION SPOTLIGHT

A LEGACY OF GRATITUDE

SCAN TO WATCH
Miss Miley '18 talks with Nicole Durphy '21 and Macey '21 about the impact of their education.

Behind every endowed scholarship lies the story of how a generous benefactor transforms students' lives. Here's one of them.

Chery Miller Flannery '87 was a manager with a motto: "You only live once — but if you live right, once is enough." The insurance licensee played and danced and accounted student — and married Greg — and that motto during her years at Lehigh and beyond. "Every day with my sister" says Michele "Missy" Miller '18, who was also her teammate, "was an adventure." That time at Lehigh was an adventure the sisters never would have dreamed of not for the generosity of scholarship donors who made it possible.

After Chery passed away in 2013, her husband brought the idea of creating a named scholarship fund in Chery's name to Missy. It was the perfect way to not only honor Chery's spirit, but to put the Miller sisters' immense gratitude as scholars who respected themselves into tangible action. "A scholarship fund is a hope deposited" to pay it forward, says Missy and Greg and Missy, the annual fundraiser that supports

the endowment, is an opportunity to build community and celebrate Chery's zest for life.

Established in 2014, the Chery Miller Flannery Memorial Endowed Scholarship Fund at Lehigh has thus far supported two exceptional female student athletes: Nicolette Durphy '18 and Geneva Robinson '21. Nicolette, the inaugural recipient, made a connection with Missy at the annual scholarship event that continued over text as Missy advised Nicolette on internships. Nicolette, a triple, was qualified for a Lehigh education without financial constraints, but her

relationship with Missy "became so much more than an amount of money" she says. "It was a friendship and a mentorship and a connection that, hopefully, we've forever."

"You only live once, but if you live right, once is enough."
Chery Miller Flannery '87

Genevieve, the current recipient of the scholarship, is proud to be part of Chery's ongoing legacy and the engineering student sees in Missy — herself — an engineer — a kindred spirit. Genevieve, who'll be continuing her studies at Lehigh for a master's degree in management science and engineering in the very department from which Missy graduated,

sums it up: "It's not every day you meet someone like this."

"The goal" says Missy, "is to keep it going forever and see how many Genevieves we can help through Lehigh" — and discover how many of those exceptional Lehigh people will continue to inspire and champion the next generation.

If you know Lehigh, you know the generous, hands-on, joyful education experience. This is a place that challenges students to succeed, collaborates beyond disciplines, problem-solves, and innovates. Lehigh just made a contribution to our students, helping the most talented and driven Lehighers reach their educational, financial and career goals. We can't wait to help.

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