



WAYNE STATE UNIVERSITY

June 16 ADRP Webinar

Call and Response: Effectively Collaborating with Annual Giving

Samples:

1. Wayne Loyal Quarterly Update Email
2. First Time Givers Postcard
3. First Time Givers Letter
4. College of Nursing Calendar-Year-End Impact Emails (2)
5. College of Nursing Calendar-Year-End Appeals (4)
6. College of Fine Performing and Communication Arts Impact Emails (4)

Subject: A Spring Update for our Most Loyal

Date: Thursday, May 26, 2022 at 5:31:16 PM Eastern Daylight Time

From: Wayne State University

To: Heather Mourer

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WAYNE LOYAL

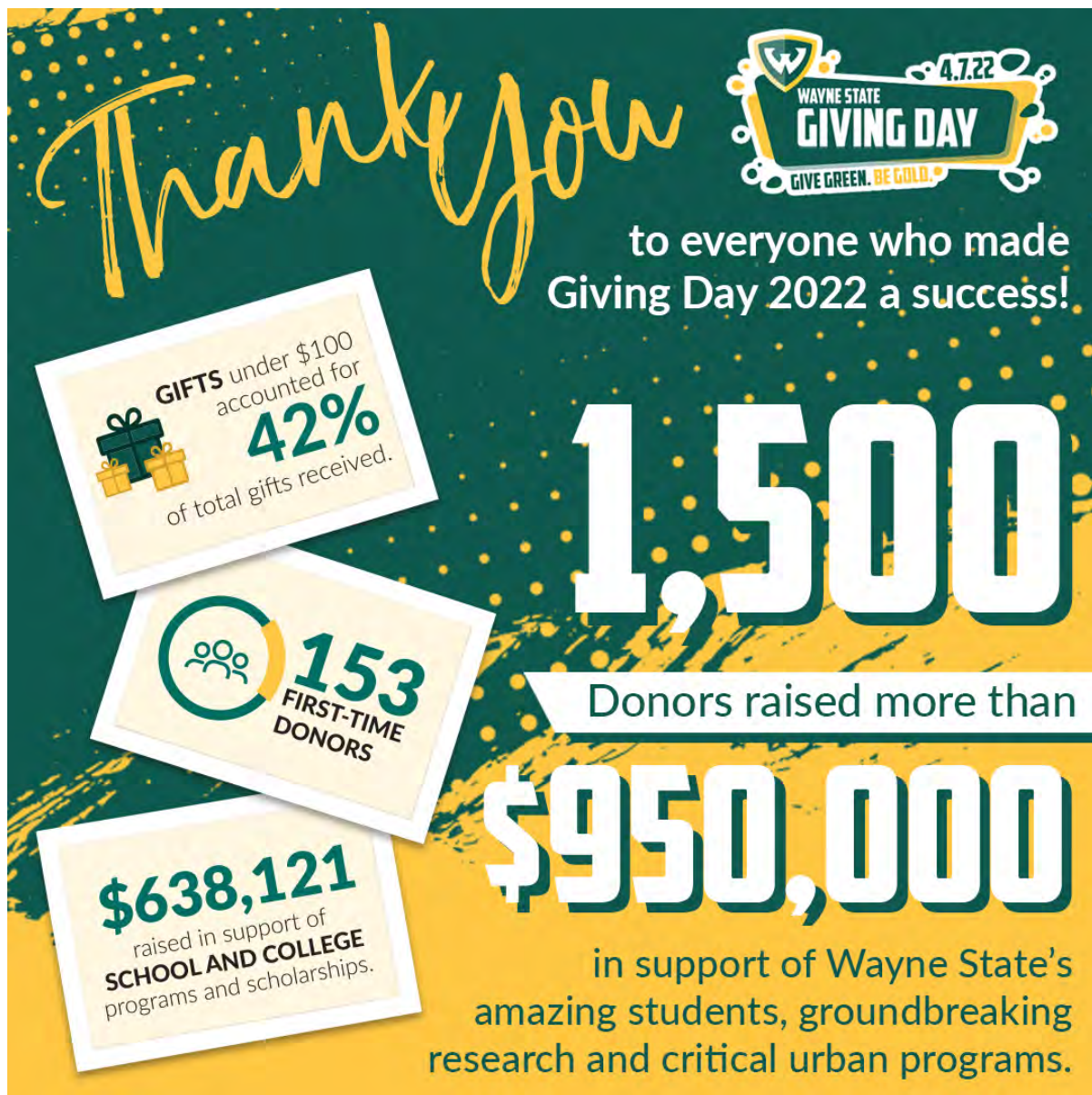
Year after year, you've remained Wayne Loyal. Thank you!

A few updates to keep you – our most loyal – in the loop.

- The University Press published President M. Roy Wilson's memoir, *The Plum Trees Blossom Even in Winter*. [Click here](#) to read an article about President Wilson's memoir, and see the events section below for information about touring the University Press with WSU Insiders.
- Nearly 3,800 Wayne State University graduates celebrated the successful completion of their studies during the spring commencement ceremonies this month. [Click to read 2022 student commencement stories.](#)
- Since our last Wayne Loyal Lifetime Circle Induction in 2019, we've had over 220 households achieve lifetime circle status - that means 20+ consecutive years of making an impact on Wayne State's local, regional and global communities through their generosity! President Wilson will honor our new Lifetime Circle donors on Wednesday, June 8. We look forward to welcoming many more of you to the Lifetime Circle in coming years.
- Be on the lookout for a special opportunity to support the Wayne State community, coming to your mailbox soon.

Events

- **Celebrate Juneteenth with Wayne State**; click to check out the full schedule happening this month.
- **WSU Insiders: Get to know the University Press**; click to read more about getting an inside look at the University Press.
- **"Eyes on Detroit" Art Opening**; click to read more about this collaboration between the University Art Collection and Libraries



The graphic features a dark green background with yellow confetti and a yellow brushstroke at the bottom. The word "Thank you" is written in a large, yellow, cursive font. In the top right corner is the "WAYNE STATE GIVING DAY" logo with the date "4.7.22" and the slogan "GIVE GREEN. BE GOLD." Below the logo, the text "to everyone who made Giving Day 2022 a success!" is written in white. Three white-bordered cards are tilted on the left side, each containing a statistic. The first card shows "GIFTS under \$100 accounted for 42% of total gifts received." with a gift icon. The second card shows "153 FIRST-TIME DONORS" with a group of people icon. The third card shows "\$638,121 raised in support of SCHOOL AND COLLEGE programs and scholarships." On the right side, the number "1,500" is displayed in large white font, followed by "Donors raised more than" in white text, and "\$950,000" in large white font. At the bottom right, the text "in support of Wayne State's amazing students, groundbreaking research and critical urban programs." is written in white.

Thank you

to everyone who made Giving Day 2022 a success!

1,500
Donors raised more than
\$950,000
in support of Wayne State's amazing students, groundbreaking research and critical urban programs.

GIFTS under \$100 accounted for **42%** of total gifts received.

153 FIRST-TIME DONORS

\$638,121 raised in support of **SCHOOL AND COLLEGE** programs and scholarships.

Thank you for supporting Giving Day 2022

Thanks to our generous Warrior community, we raised more than **\$950K** from **1,500 donors**. Of those gifts, more than **\$638K** was raised in support of school and college programs and scholarships.

These gifts will benefit our amazing students, research and community programs.

I am Wayne Loyal because ...

As our most loyal supporters of Wayne State, we want to connect with you and hear what drives you to give to WSU year after year.

Please click the button below to submit your "I'm Wayne Loyal because..." statement along with a photo.

These photos and statements may be used on our Wayne Loyal web page, social media and in other collateral to recognize and celebrate our most loyal donors - YOU!

I'm Wayne Loyal because...

Wayne Loyal was established in 2018 to identify and honor those who have made a gift of any size to Wayne State University for three or more consecutive years.

Wayne State wouldn't be the great institution it is today without your loyal support. *Thank you!*



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UNIVERSITY

Office of Donor Relations
Academic/Administration Building
5700 Cass Ave., Suite 1200
Detroit, MI 48202
donor_relations@wayne.edu | 313-577-6478

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Create and advance knowledge, prepare a diverse student body to thrive, and positively impact local and global communities.

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**DETROIT'S
WOODWARD AVENUE
HELPED GET THE
COUNTRY MOVING AS THE
FIRST PAVED ROAD
IN THE U.S.**

WAYNE STATE UNIVERSITY





**YOUR FIRST GIFT TO
WAYNE STATE UNIVERSITY
PAVES THE WAY FORWARD
FOR OUR STUDENTS, FACULTY
AND COMMUNITY.**

Thank you for joining our
generous group of donors
who support education,
research and engagement
at Wayne State!

To learn more about the impact of your
generosity, visit giving.wayne.edu.



June 9, 2022

«PREF_MAIL_NAME»

«STREET1»

«STREET2»

«STREET3»

«PREF_CITY», «STATE_CODE» «PREF_POSTAL_CODE»

Dear «PREFIX» «LAST_NAME»:

Around this time last year, you gave your first gift to Wayne State University and we are delighted to thank you again for your donation. As we emerge from a difficult past couple years, we are reminded of how fortunate we are for your generosity and the compassion of the entire Warrior community.

Every gift has an important impact, and we can't emphasize that enough. Your gift has done more than you know. With your support we were able to continue our commitment to serving our community while playing a critical role in how it responded to the COVID-19 public health crisis. We are grateful to you for giving your financial support to Wayne State during that time.

We invite you to visit giving.wayne.edu/impact for an in-depth view of how your support is making an ongoing impact on Wayne State's mission. If you have any questions about your giving or how you can personally help the university better serve our students and community, we would love to hear from you.

Thank you for all the ways you make Wayne State strong.

Stay well,

Heather Mourer
Associate Director, Donor Relations
313.577.6504
hmourer@wayne.edu

Courtney Durham
Senior Annual Giving Officer
313.577.0486
courtney.durham@wayne.edu

Subject: Your impact on Wayne State's College of Nursing

Date: Thursday, December 2, 2021 at 1:00:26 PM Eastern Standard Time

From: Wayne State College of Nursing

To: Heather Mourer

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As 2021 comes to a close, we wanted to take a moment to recognize you and celebrate all that you have helped the College of Nursing accomplish over the past year. During a time that has been challenging for all of us, you've stepped up to show our students, faculty and staff how much you believe in and champion the work that we do. We hope that you will continue to be a part of our College of Nursing family for many years to come.

This is what it looks like when we come together to support not only our Nursing students but ultimately the people they will care for during their careers.

During the 2020-2021 academic year...



The College of Nursing Scholarship saw a

35%

increase in philanthropic contributions and awarded more than

\$25K

to 30 students.



The Gertrude E. Skelly Emergency Fund

provided assistance

to students for urgent, unexpected needs like funeral expenses, an apartment fire, job loss and more.



The Board of Visitors Student Success Fund, which was increased by nearly

50%

thanks to philanthropic contributions, provided hundreds of tutoring sessions and supported resources such as peer mentoring and supplemental instruction.

Your generosity makes these achievements possible and will provide a positive impact on our students throughout their careers and lives.

Thank you!



WAYNE STATE
College of Nursing

College of Nursing
5557 Cass Avenue, Detroit, MI 48202
313-577-4082 | nursing.wayne.edu/alumni

The Wayne State College of Nursing Mission

The mission of the Wayne State University College of Nursing is to create and translate knowledge and to educate a diverse student body prepared to excel as clinicians, scholars and leaders who improve health in local and global communities.

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This email was sent by: **Wayne State University -Tierney Alumni House**
5510 Woodward Ave.
Detroit, MI 48202

POWERED BY

Delivra

Subject: The impact of giving at Wayne State's College of Nursing
Date: Thursday, December 2, 2021 at 1:00:48 PM Eastern Standard Time
From: Wayne State College of Nursing
To: Heather Mourer

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As 2021 comes to a close, we wanted to take a moment to highlight the impact of philanthropy at the College of Nursing over the past year. During a time that has been challenging for all of us, our alumni donors have stepped up to show our students, faculty and staff how much they believe in and champion the work that we do.

This is what it looks like when our community comes together to support not only our Nursing students but ultimately the people they will care for during their careers.

During the 2020-2021 academic year...



The College of Nursing Scholarship saw a
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\$25K
to 30 students.



The Gertrude E. Skelly Emergency Fund
provided assistance
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The Board of Visitors Student Success Fund,
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thanks to philanthropic contributions,
provided hundreds of tutoring sessions
and supported resources such as peer
mentoring and supplemental instruction.

The generosity of our many College of Nursing alumni donors makes these achievements possible and will provide a positive impact on our students throughout their careers and lives.

Thank you!



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Courtney Durham

From: Wayne State University Annual Giving <annualfund@wayne.edu>
Sent: Thursday, December 9, 2021 1:30 PM
To: Courtney Durham
Subject: A special message to Mrs. Durham

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Dear Mrs. Durham,

The College of Nursing at Wayne State University is more than a location in the city of Detroit. It is embedded within our communities and shaping the future of health care services.

Our commitment to lead the nation in nursing education and research is evident in our work to educate tomorrow's diverse nursing workforce and address needed research in urban health disparities. 2021 has been noteworthy on many fronts, including:

- **Taylor Street Primary Care Clinic** – now open in the Virginia Park community and serves as an accessible, nurse managed, full-service primary care clinic for patients of all ages.
- U.S. News & World Report ranks the Wayne State University College of Nursing **BSN program in the top 7% in the nation.**
- The college's faculty has contributed valuable knowledge and develops cutting-edge practices in the Detroit community **with over \$6M in research** and education practice grants.

These efforts have been fueled by the partnerships and support of our alumni, campus and local communities. Individuals like yourself are critical to what we can accomplish together.

We hope that we can count on your donation today to maintain the level of impact we have on the city of Detroit and beyond. Your gift will advance the progress we're making and support the opportunities that elevate student success experiences. Thank you!

Make your gift

P.S.: Save the date for Coffee with Dean Clabo on February 2, 2022 at 12 pm EST and our Week of Love Wine Down event on February 16, 2022 at 6 pm EST.

If this email has crossed paths with your recent mailed or online gift, please accept our apologies as well as our appreciation for your gift.



Office of Annual Giving
Mail gifts to:
Wayne State University
PO Box 674602, Detroit, MI 48267-4602
[\(313\) 577-2263](tel:3135772263) | giving.wayne.edu

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This email was sent by: **Wayne State Annual Giving**
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Detroit, MI 48202



Courtney Durham

From: Wayne State University Annual Giving <annualfund@wayne.edu>
Sent: Thursday, December 16, 2021 12:30 PM
To: Courtney Durham
Subject: Now is the perfect time to support Nursing students!

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Dear Mrs. Durham,
Our nursing students have faced many challenges to come to Wayne State and complete their degree. You can imagine how some have even had thoughts of postponing or ending their education dreams. This is why the College of Nursing continues to invest in student focused services in order to create a support system that ensures students today become our nursing leaders of tomorrow.

Taylor Simpson, from the class of 2021 and a 2021-2022 scholarship awardee, shares her story of making difficult life choices to become the best she can be. Her journey to the College of Nursing is an important reminder that gifts from our alumni affect personal dreams and change lives.



Taylor is but one example of our students who possess boundless potential and determination. Students depend on alumni like you who value the Wayne State experience and the impact of a nursing degree.

Your gift today can support several areas vital to the success of students:

- Scholarships allow students to pursue and finish their nursing program.
- Academic success programs help improve letter grades and promote progress throughout the program.
- Emergency aid alleviates unexpected expenses that can create insurmountable barriers to complete coursework.

We hope we can count on your support this year and instill a message of hope in our students who will become the future generation of nurse practitioners and scholars.

Make your gift

P.S.: Save the date for Coffee with Dean Clabo on February 2, 2022 at 12 pm EST and our Week of Love event on February 16, 2022 at 6 pm EST.

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Courtney Durham

From: Wayne State University Annual Giving <annualfund@wayne.edu>
Sent: Tuesday, December 28, 2021 10:00 AM
To: Courtney Durham
Subject: One last opportunity to impact nursing students before 2021 ends!

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Dear Mrs. Durham,

This year the College of Nursing remained in the headlines: top-ranked programs, national and local recognition and awards, community partnerships, and public health champions – to name a few. These efforts have been fueled by the partnerships and support of our alumni, campus and local communities.

We hope that we've remained on your giving list for 2021. Keep in mind, the last day to make a gift this tax year is fast approaching. Renew your [gift](#) today and invest in the headlines to come in 2022. Thank you!

[Make a gift](#)

P.S.: The CARES Act for tax-deductible charitable contributions has been extended through December 31, 2021. If you itemize, it may be possible for you to receive a federal income tax deduction for cash charitable contributions of up to 100 percent of your adjusted gross income for gifts made this calendar year. Learn more [here](#).

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Courtney Durham

From: Wayne State University Annual Giving <annualfund@wayne.edu>
Sent: Tuesday, December 28, 2021 10:00 AM
To: Courtney Durham
Subject: Here's one last thing to do in 2021

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Dear Mrs. Durham,

This year the College of Nursing remained in the headlines: top-ranked programs, national and local recognition and awards, community partnerships, and public health champions – to name a few. These efforts have been fueled by the partnerships and support of our alumni, campus and local communities.

Keep in mind, the last day to make a gift in the 2021 tax year is fast approaching. Please make your [gift](#) today and invest in the headlines to come in 2022. Thank you!

We hope you'll consider your first gift to the College of Nursing.

[Make a gift](#)

P.S.: The CARES Act for tax-deductible charitable contributions has been extended through December 31, 2021. If you itemize, it may be possible for you to receive a federal income tax deduction for cash charitable contributions of up to 100 percent of your adjusted gross income for gifts made this calendar year. Learn more [here](#).

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Subject: You support students like Beth

Date: Tuesday, May 17, 2022 at 1:18:17 PM Eastern Daylight Time

From: WSU College of Fine, Performing & Communication Arts

To: Heather Mourer

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“As a single mother of two children, receiving this scholarship will allow me to attain my degree at an elevated pace, as well as be a role model to my children.” —Beth Charnock

Thank you for being a supporter of the Department of Communication at Wayne State University. Your gifts help our students thrive and succeed — students like Beth, who will graduate this year with a degree in communication studies.

Beth returned to school in 2019 to achieve a lifelong goal of getting her degree. She has earned a spot on the dean’s list every semester. Scholarship support helped Beth finish her degree faster, and it also validated her hard work. She said, “It gave me a sense of pride, accomplishment and affirmation, as well as renewed motivation.”

Financial support was especially important this year because Beth is paying more than one tuition bill — her daughter is now a freshman at Wayne State. Beth said, “I hope that I have shown her that it is never too late to realize your dreams and finish your goals. Go for the gold! Or in this case, the gold and the green!”


Your support helps the Department of Communication provide opportunities for all students. If you have any questions about your giving, please contact Jake Makowski at jmakowski@wayne.edu.



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Delivra

Subject: You support students like Camille

Date: Tuesday, May 17, 2022 at 1:18:16 PM Eastern Daylight Time

From: WSU College of Fine, Performing & Communication Arts

To: Heather Mourer

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"This scholarship will allow me to focus solely on my education without having to worry about finances and covering my tuition. Having this scholarship lifts a weight off my shoulders." —Camille Williams

Thank you for being a supporter of the Department of Communication at Wayne State University. Your gifts help our students thrive and succeed — students like Camille, who recently finished her first year in the journalism program.

Camille plans to be the first person in her family to finish college, and financial support is key to achieving that goal. She explained, "I have seen many of my family members start at a college and eventually have to drop out from the stress of work and finances, and were never able to follow their dreams. That is why I am so appreciative of this scholarship."

Camille doesn't just want to earn a degree, she wants to pursue her passion. "I have loved writing since I could remember," she said. "Even in elementary school, I carried a journal with me everywhere and documented my friends and my life."

Camille is off to a strong start, earning a spot on the dean's list — thanks to her hard work and financial support from generous people like you. If you have any

questions about your giving to the Department of Communication, please contact Jake Makowski at jmakowski@wayne.edu.



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Delivra

Subject: You support students like Cody

Date: Tuesday, May 17, 2022 at 1:17:32 PM Eastern Daylight Time

From: WSU College of Fine, Performing & Communication Arts

To: Heather Mourer

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"I have been stressing about how to pay for college. I have even thought about taking a year off and working so I could afford to pay for it. This scholarship allows me to continue school." —Cody Neumann

Thank you for being a supporter of the James Pearson Duffy Department of Art and Art History at Wayne State University. Your gifts help our students thrive and succeed — students like Cody, who recently finished his first year in the studio art program.

Cody is committed to helping others and has volunteered with the Letter Carriers' Stamp Out Hunger Food Drive for 15 years. He wants to use his artistic talent to benefit the community too. "My goal is to become an art therapist and promote mental health in adolescents," he said. "I personally experienced the heartache of losing a friend to suicide and truly feel a need to keep families, friends and schools from having to deal with that pain."

Scholarship support enables Cody to focus on his goals. "Your support allows me to concentrate more time on my studies and less time worrying about student loan debt," he said. "I promise that I will work hard and eventually will start giving back to the community with a legacy of my own."


If you have any questions about your giving to the James Pearson Duffy Department of Art and Art History, please contact Jake Makowski at jmakowski@wayne.edu.



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From: WSU College of Fine, Performing & Communication Arts donor_relations@wayne.edu
Subject: You help make the arts accessible to everyone
Date: May 17, 2022 at 1:17 PM
To: Ms. Heather Mourer hmourer@wayne.edu



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New Studio Theatre Black Box space under construction Hard hat tour of main theatre space in Hilberry Gateway

Thank you for being a supporter of the performing arts at Wayne State University. Your generosity has helped us reach a pivotal moment for the College of Fine, Performing and Communication Arts — the opening of the Hilberry Gateway complex, our new home for theatre, dance and music.

The 2022-23 Hilberry Theatre season will be one of transition, as we honor the past and celebrate the future. The current Hilberry Theatre will close at the end of 2022, though it will live on in the memories of thousands of student artists and supportive audience members who made magic happen in that space.

The state-of-the-art Hilberry Gateway will host its first theatre and dance performances in early 2023. The new facility will enhance the education of our performing arts students, while celebrating diversity and promoting equity in Detroit's cultural scene. Hilberry Gateway programming will focus on building diverse audiences for the performing arts in Detroit.

Your support has carried us along the journey to this much-anticipated moment. But we're not done yet! Once this phase of the project is complete, the university will begin converting the former Hilberry Theatre into the new Gretchen C. Valade Jazz Center. Stay tuned.

If you have any questions about your giving, contact Jake Makowski at jmakowski@wayne.edu.

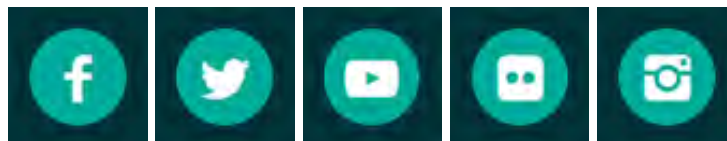
[Click here to learn more](#) about the Hilberry Gateway.



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