

**CALL AND RESPONSE:
EFFECTIVELY COLLABORATING
WITH ANNUAL GIVING**



SESSION GUIDEPOSTS

JUNE 16, 2022

1. Introductions
2. Team Structure
3. Donor Groups
4. Special Projects
5. Metrics

YOUR PRESENTERS

WAYNE STATE UNIVERSITY

Heather Mourer

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Courtney Durham

Senior Annual Giving Officer

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TEAM STRUCTURE

REPORTING TO SENIOR DIRECTOR, INDIVIDUAL GIVING

ANNUAL GIVING

director, senior annual giving officer,
two annual giving officers

DONOR RELATIONS

associate director, two donor
relations officers, donor relations
coordinator, writer (part time),
student assistant (part time)

INDIVIDUAL GIVING OFFICERS

three officers with leadership annual
giving portfolios covering two schools
or colleges each



WAYNE SOCIETY



OLD MAIN SOCIETY



WAYNE LOYAL



INSPIRE FROM WITHIN



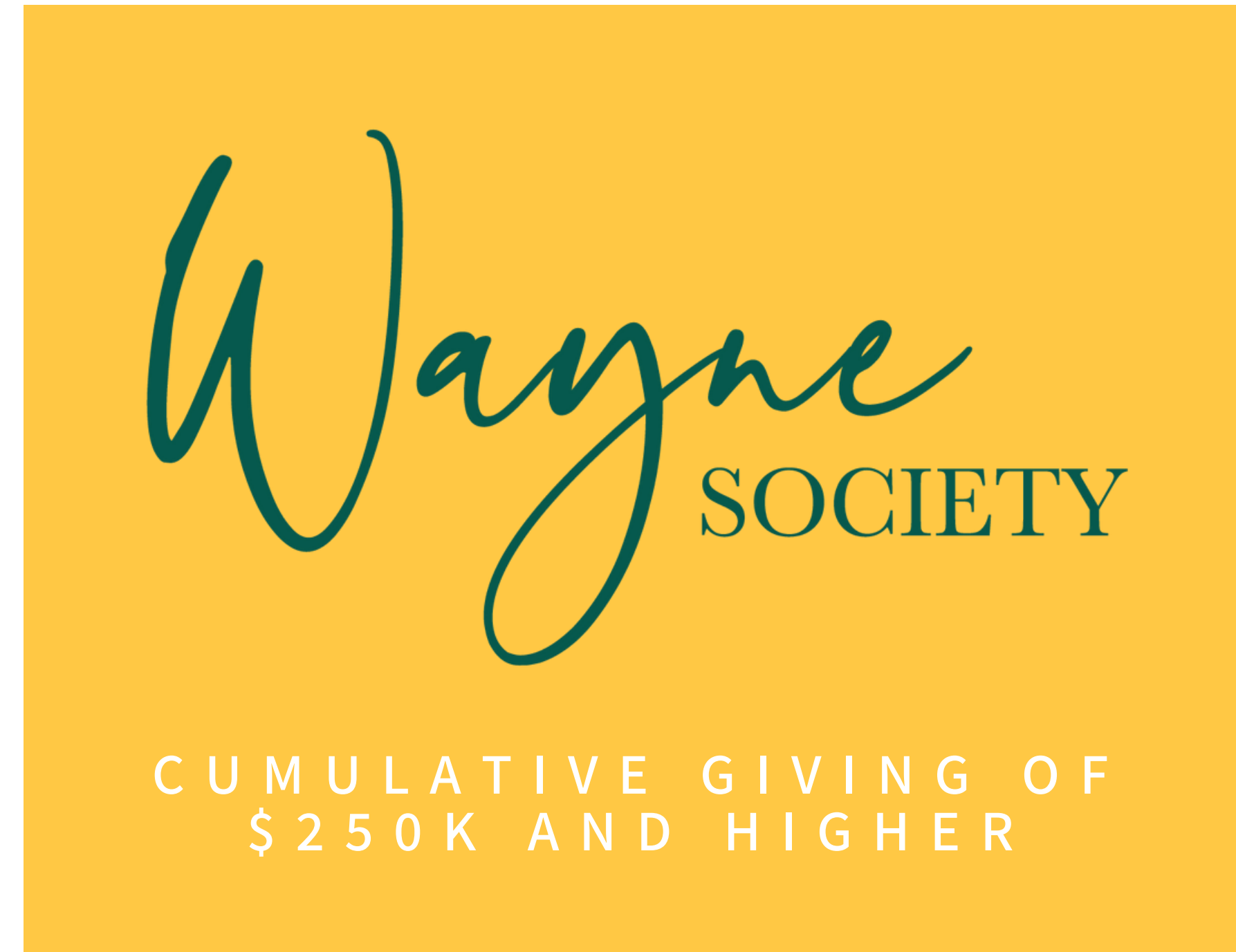
FIRST TIME GIVERS

GIVING SOCIETIES & DONOR GROUPS

The Wayne Society recognizes the commitment of Wayne State University's leading donors.

Wayne Society donors may be excluded from standard AG solicitations.

DR executes a custom stewardship and engagement strategy for Wayne Society donors in addition to standard stewardship and engagement.



The Old Main Society recognizes donors who have documented gifts to Wayne State in their estate plans.

OMS donors are solicited through standard AG strategies. DR collaborates with the Planned Giving team on targeted stewardship and engagements in addition to standard stewardship strategies.



Wayne State's newest giving society that honors our most loyal supporters.

Donors become Wayne Loyal after three consecutive years of giving and are inducted into the WL Lifetime Circle at 20 years of consecutive giving.



**WAYNE
LOYAL**

**3 OR MORE YEARS OF
CONSECUTIVE GIVING**

Employee campaign and donor group that recognizes all faculty and staff members who make a gift or pledge during the fiscal year.

Our participation generally hovers between 18 and 22% of eligible employees.



INSPIRE *from* WITHIN

FACULTY & STAFF GIVING

DR sends FTGs three stewardship pieces during the 11 months following their first gift to prime donors for renewal appeal.

- FTG postcard within first month of gift
- Thank you call from student six to eight weeks after first gift
- Letter co-signed by DR and AG 11 months after first gift

AG sends FTGs anniversary ThankView and renewal appeal one year after first gift.

**FIRST TIME
GIVERS**

SPECIAL PROJECTS



IMPACT + APPEAL

Pre-Giving Day ThankView

AMBASSADORS

Recruit IFW donors to be champions of Giving Day



WAYNE STATE
College of Nursing

IMPACT + APPEAL

Time targeted impact piece to donors with AG's calendar-year-end appeal schedule



WAYNE STATE
College of Fine, Performing
and Communication Arts

IMPACT + APPEAL

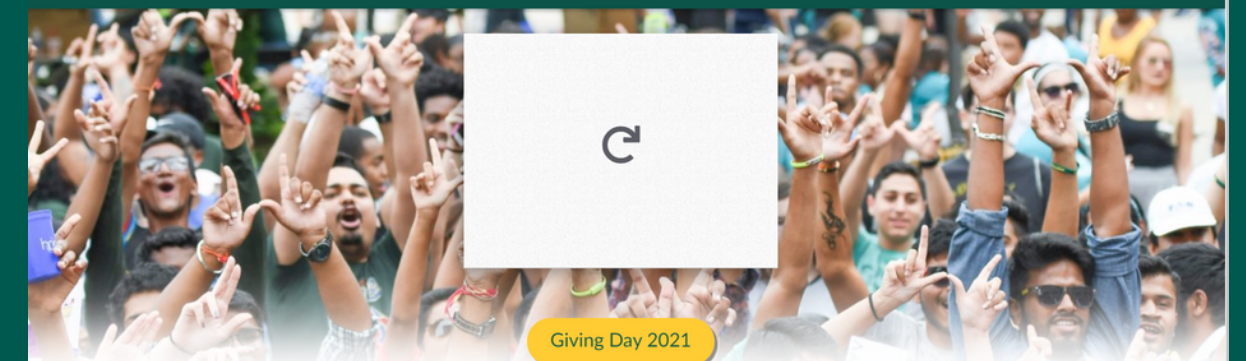
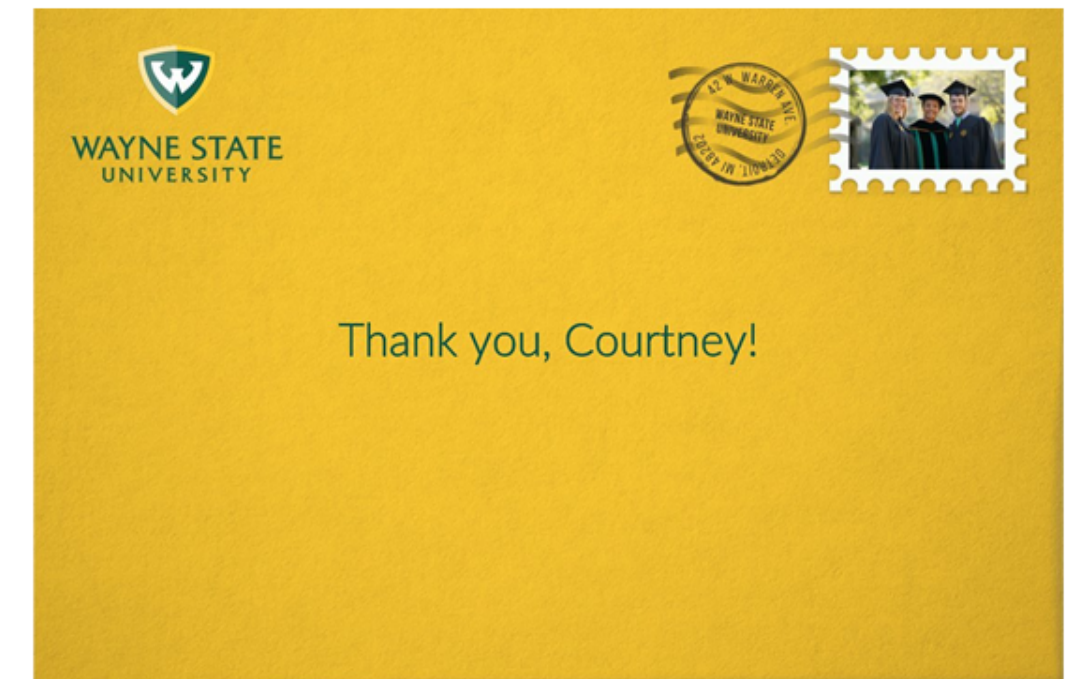
Time targeted impact pieces to donors with AG's spring appeal schedule

GIVING DAY IMPACT + APPEAL

- THANKVIEW SENT ONE MONTH BEFORE GIVING DAY APPEAL IN 2021
- SELECT POPULATIONS: 1ST TIME DONORS IN 2020, FACULTY/STAFF, DEI FUND DONORS, REPEAT GIVING DAY DONORS

Hi Courtney, we have a WSU student who wants to say thank you for your Giving Day 2020 support!

WATCH YOUR VIDEO!



Thank you so much for supporting Wayne State's 2020 Giving Day. As faculty and staff, you know better than anyone what makes our campus so amazing, and your philanthropic support helps to keep WSU great. We can't thank you enough!

[Download audio transcript](#)

[Save the date, Giving Day 2021 is April 8!](#)

by **thankview**

GIVING DAY AMBASSADORS

- INVITE INSPIRE FROM WITHIN
AMBASSADORS TO PROMOTE GIVING DAY
- FACULTY/STAFF TAKE THE TOP SPOTS ON
THE LEADERBOARD



LEADERBOARD

Top Giving Day Ambassador

Which of our ambassadors' influence will reach the farthest and bring in the most gifts? Only time will tell!

RANK	NAME	GIFTS
1	Terrel White	60 🎁
2	Lisa Rapport	36 🎁
3	Ghassan Saed	28 🎁
4	Clare La Torre	6 🎁
5	Ashley Flintoff	6 🎁

[Show 5 More](#)

ENDED

CYE IMPACT + APPEAL

COLLEGE OF NURSING

- SENT ONE WEEK BEFORE CYE APPEAL
- IMPACT OF PHILANTHROPIC GIVING ON FUNDS HIGHLIGHTED IN CYE APPEAL
- 20% INCREASE IN CYE GIVING OVER FY21



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 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!



SPRING IMPACT + APPEAL

COLLEGE OF FINE, PERFORMING
AND COMMUNICATION ARTS

- SENT ONE WEEK BEFORE SPRING APPEAL
- IMPACT OF PHILANTHROPIC GIVING ON EACH DEPARTMENT IN CFPCA



COLLEGE OF FINE, PERFORMING AND COMMUNICATION ARTS



"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.



WAYNE STATE

College of Fine, Performing
and Communication Arts
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DR/AG COMMUNICATIONS CALENDAR

A	B	C	D	E	F	G	
DR - Email	DR - Direct Mail	DR - Stamped Mail	DR - ThankView	AG - Email	AG - Direct Mail	AG - Call Center/Texting	AG - ThankView
Project Start Date	1st Proof	To Printer	Send/Mail Date	Contact	Piece	Population	Data File D
			Tuesdays/Fridays	Kara	Standard Acknowledgment Letters	donors who makes gifts through any channel that is not online of \$300+; CON & SSW \$100+	NA
			Tuesdays/Fridays	Abby	Standard Acknowledgment Postcards	donors who make gifts through any channel that is not online under \$300; CON & SSW under \$100	NA
			Tuesdays/Fridays	Kara	Standard Acknowledgment Emails	donors at any level who make gifts online	NA
			as needed	Marion	VP/Presidential/SPACK Letters	donors who make gifts of \$10K+/\$50K+/\$5K+ with SPACK coding in Advance	NA
			monthly	Abby	FTG Letters	donors who made their first gift to WSU 11 months ago	NA
			monthly	Abby	FTG Postcards	donors who made their first gift to WSU	NA
			monthly	Jake	WS Welcome Packets	new WS donors	6th of each
May 2021			11/24/21	Jennifer/Kara	Scholarship Student Thank-You Letters	active stewardees of endowed or named annual scholarships	
			1/15/2022	Abby	WL Welcome Packets	WL donors new this quarter	NA
			January 2022	Brittany	Ongoing Call Center		
			February 2022	Brittany	Ongoing Call Center		
			3/9/2022	Courtney/Jake	IFW Donor Profile	faculty/staff donors	NA
			TBD	Jennifer	GON BOV Student Success Fund Impact Piece	BOV Student Success Fund donors	TBD
			March 2022	Brittany	Ongoing Call Center	Pre-giving day calling starts 3/20	Yes - already
			March 2022	Courtney	WarriorFunder e-news	past donors to WarriorFunder	NA
			Postponed to Fall	Jennifer/Brittany	WS Call Center Calls	Might move this to the fall, still TBD	Yes
		March 22, 2022	March 2022	Jeanine	SOM White Coat Sponsorship	Select populations of past white coat donors and MAAF LYBUNTS	Received
			March 2022	Jeanine	SOM White Coat Sponsorship	TBD	Received
		3/3/22	March 2022	Jeanine/Courtney	GD Direct Mail Solicitation	Wayne Loyal, select F/S and select past donors without email	Received
			3/31/2022	Jake	IFW Impact Piece	faculty/staff donors	3/25/22 (fre
			April 2022	Brittany	Ongoing Call Center	Giving Day special calling this month	Yes - subm
			April 2022	Brittany	DEI solicitation, part of Giving Day	DEI donors and prospects	Yes - subm
			April 2022	Courtney/Jake	IFW Fund Profile	faculty/staff donors	NA
			4/7/2022	Jake/Heather	Giving Day ThankViews	donors over \$500	NA
			4/30/2022	Kara/Heather	Impact Report Email to Donors	all donors receiving impact reports (exclude Special Cases/Custom)	NA
11/12/2021		4/15/2022	4/30/2022	Kara/Heather	Endowed Fund Impact Reports	active stewardees of endowed funds	multiple da
11/12/2021		4/15/2022	4/30/2022	Kara/Heather	Named Annual Fund Impact Reports	active stewardees of named annual funds	multiple da
			Early May	Kara/Heather	WL Lifetime Circle Induction event invitation	WL 20+ donors	NA
4/8/2021			Late May	Kara/Jake	Archer Report	Dennis W. Archer Foundation Scholarship (CFSEM)	4-15-22 (fre
			TBD	Heather/Jake	CON Jacob Scholars ThankView	the Jacob family	NA
			TBD	Jake	CON Busch Family ThankView		



METRICS

HOW WE MEASURE
OUR COLLABORATIONS

RETENTION RATES

- Overall Donor Retention Rate
- IFW Retention Rate
- WL Retention Rate

ROI

- Appeal performance post-impact piece
- 30-, 60-, 90- day giving following stewardship pieces and/or engagements

CONVERSION RATES

- FTG to WL
- IFW to WL
- WL to OMS
- WL to WS

QUESTIONS

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