

Creating a Culture of Gratitude Among Our Students

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THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

The University of Tennessee, Knoxville

- Located in Knoxville, Tennessee
- 31,701 students (25,067 undergraduate and 6,634 graduate and professional)
- 11 colleges
 - 900+ programs of study
 - 370 Undergraduate programs of study
 - 547 Graduate programs of study



Wait...why am I here again?

"Great alumni are not born, they are made."

- Dr. Leland Patouillet

- Learn how to create a culture of gratitude among your students
- How to educate and engage students on the importance of giving back and the power of gratitude
- Share some innovative events geared toward stewardship purposes.
 - Student Philanthropy Events
 - Partnership with Student Alumni Associates



Grateful Vol Day

- Every fall since 2018, UT students gather to personally thank donors with handwritten letters of gratitude. Students receive a free t-shirt with Grateful Vol Day (GVD) branding.
- Last year, we engaged 1,600 students and wrote 3,200 personal notes. Each year, the donor segment changes, but is always previous FY and current FYTD donors.
- ThankView component: 20,000 videos to donors with a 16.7% click rate and 7,789 video views.



Thanks for Tanks


- Hosted in the Spring during I Heart UT Week, students gather to personally thank donors with handwritten postcards of gratitude. Students receive a free I Heart UT Week tank top for participating.
- Last year, we engaged 400 students and wrote 1,200 postcards. Each year, the donor segment changes.
- ThankView component: 18,545 videos to donors with a 19.7% click rate and 4523 video views.



Thanks for Tanks



THANK YOU TEMPLATE



Today we will be writing to donors who have supported any area of UT this year.

Use this template to write a thank you note to UT's donors.

Write using your best penmanship!

Once you've done writing all that remains is to place the note in the envelope and pick up your tank top!

Thank you for supporting our great university. As a student, I can see the generosity of donors across campus through new buildings, scholarships and programs.

Donors like you make me proud to be a Volunteer. Thanks again.

Go Vols!


[Print your name], Class of [graduation year]

DID YOU KNOW

- More than \$1,000 Alumni & Friends donated to UT last year.
- More than 1000 students gave back to UT as part of Senior Impact last year.
- More than 7,000 UT students received priority-based scholarships totaling more than \$20 million last year.

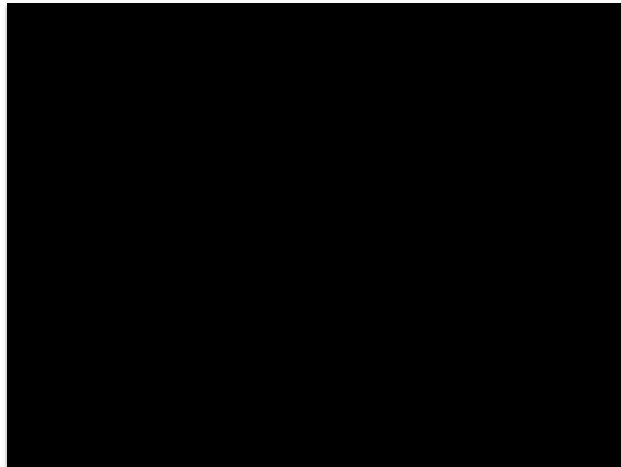
WRITE HERE

Write on the left side on the back of the postcard.



ALUMNI

Thanks for Tanks



Welcome Wednesdays

- Entry point for Student Alumni Programming
- Hosted the first Wednesday of each month
- Chance for students to get to know campus leaders, learn what it means to be a UT alum, and enjoy a free breakfast
- Last year, we had more than 8,500 student participants and average attendance was 1,069 students



Philanthro-PARTY

- Student donor stewardship event
- Fall event- Behind the scenes tour of Vol Hoops facilities, reserved section at a Vol Hoops game, concession voucher, shoutout on PA system.
- Spring event- Evening at Saloon 16 featuring dinner, giveaways, and trivia.
- 300+ student attendees



Philanthro-PARTY



Senior Toast

- Stewardship and engagement event for seniors who participated in Senior Impact campaign
- Event includes dinner, photo interactives, networking opportunities, and remarks from the Chancellor, Alumni leadership, and a current senior
- Prior to last year, the event was invite only and an ask was made during the program
- In 2022, the event was redesigned to steward our new student donors



Big Orange Give

- UT's annual day of giving—usually in November
- Donors, alumni, friends and students come together to support deserving students, ideas, or an area of campus most meaningful to them.
- Customized ThankViews filmed by students and coordinated by staff received by donor within an hour of making their gift.
- Last year, we sent 6,579 general ThankView videos and 521 customized ThankView videos



Student Alumni Associates (SAA)

- Student organization supported by the Division of Advancement
- 100 student leaders from various backgrounds, majors, and interests
- Roles and responsibilities:
 - Play central roles in Advancement/ Alumni Events
 - Assist with student alumni programming
 - Serve as student voice to alumni, donors, and friends



Stewardship Calling Parties

- Student Alumni Associates (SAAs) make phone calls to donors once a month thanking them personally for their support of the university.
- Students are given a script and the donors' name
- We log the interactions—questions, updated information, etc.
- This is a partnership with our Annual Giving Team as the calls are made through the engagement center



Scholarship Thank You Letters

- Students receive an email from our office prompting them to complete their annual scholarship thank you letter to their respective donor
- We then mail out the scholarship letters to the donors
- Process in fall and spring



THANK YOU!

We are grateful for your generosity and commitment to ensuring students have the opportunity to receive a quality education here on Rocky Top. Because of you, individuals can achieve their educational goals and dreams.

With your support, the possibilities at UT for students to learn and grow in their education are immeasurable. Your financial investment through scholarships to these individuals is an investment in their future. These future leaders will make a positive impact on the university, the state, and throughout the world after graduation. Thank you for making a UT education possible for these students.

Sincerely,



Chip Bryant
Vice Chancellor for Advancement



gratitude

giving.utk.edu

FALL 2020
30,559 TOTAL ENROLLED
 24,354 undergraduate
 6,305 graduate
 5,512 first-year students
 1,479 transfer students

76% of undergraduates are from Tennessee.

4% of graduate/professional students are international.



PRIVATELY FUNDED SCHOLARSHIPS AWARDED

Aid Year	Total	Amount Awarded
2019-2020	9,214	\$19,776,222
2018-2019	9,445	\$20,381,187
2017-2018	9,163	\$19,999,719
2016-2017	8,128	\$16,305,188
2015-2016	7,435	\$13,535,067

gratitude

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University Suite Hosts

- SAAs serve as hosts in the University Suite during home football games
- Students assist with event logistics- pre and post event- and network with guests
- SAAs receive guest information prior to event to encourage personal interaction and networking
- Students also assist with home football alumni and donor tailgates



Student Appeal Photoshoots



- Annually for each college/unit to use for various appeal materials
- Utilize our in-house photographer (action shots and headshots)
- Students are given dress code guidelines, consent form, and interview-like questions beforehand

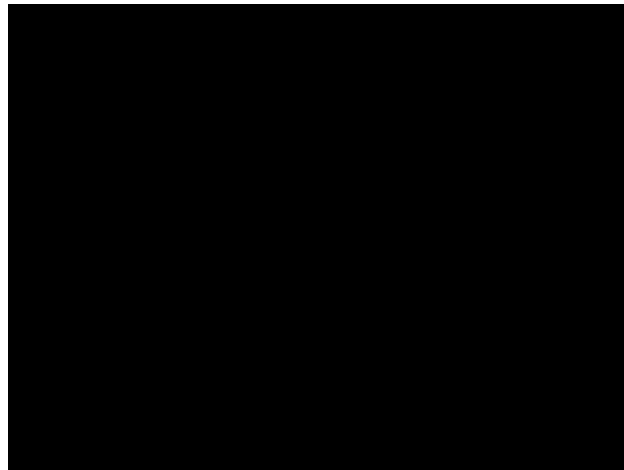
Faculty and Staff Donor Stewardship



- SAAs go DoNUTS for Donors
- Students visit Offices/ Departments at 100% giving and provide a personalized thank you
- Special guests join the fun too!

ThankViews

- Valentine's
- Big Orange Give
- Family Campaign
- Acknowledgements
- Custom for top donors
- One-off requests



Budget

Program	Budget
Grateful Vol Day	\$26,500
Thanks for Tanks	\$8,800
Welcome Wednesdays	\$69,000
Philanthro-PARTY	\$7,000
Senior Toast	\$41,000
Big Orange Give	\$19,000
Student Alumni Associates	\$19,000
TOTAL	\$190,300





Let's Connect!

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