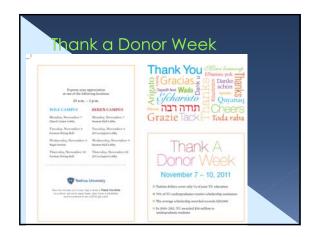


Road Map for the Session

- PANIC!! Just kidding--- I Think...
- YU's Student programs
 Thank a Donor Week
 Thank a Thon
 Students Helping Students
 Scholarship Impact Piece
 Scholarship Stewardship Cale





THANKED A DONOR	A DONOR	A DONOR	THANKED A DONOR	ROI: Cost per note,
THANKED A DONOR	I THANKED A DONOR	I THANKED A DONOR	I THANKED A DONOR	approximately \$2
			Recentl Univers gatheris friends Univers	ou're Receiving This Card y, students from across Yeshiva ity celebrated "Thank a Donor" week go together to thank alumni and like you, who have supported Yeshiva ity. For more information, please at wwwy.ued/support/students

Thank You Mere bouncey Of Gracias Danke D Of Gracias Danke D Of
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Thank a Thon

- •
- allers make calls for hours on end, and onors, nothing less than an a single expression of gratitude!! more just to say thanks is a always waiting for show to drop awaiting an ask... us to thank sonors, nothing nonest and single express calling donors just to say the magical thing, they is alway the other show to drob avoir supposed. There isn't one express appreciation to the supported them directly.
- se they get to

Thank a Thon

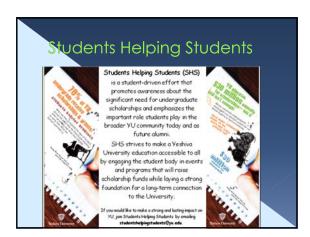
- Segment wisely

 > Scholarship bonors

 > Donors of >10 consecutive years

 - > First time Donors
 > Donors of >\$500k cumulative lifetime
 > Annual donors of >\$5K

Thank a Thon O ROI Breakslown: Numbers of balls made 1455 Bad #s: 57 Emails Obtained: 354 TOTAL COST: \$670.20 Price per call- \$.49 Unsolicited gifts= >\$5,000!!









	STUDENT SCHOLARSHIP THANK YOU AGENDA 2011/2012		
	FALL SOMESTER		
	8/5-6/28 Yeffs/Debtile-grade posters and message for Thank You postered		
	8/29-6/38/honograph students on W.E and Bazza Campus during prientation with Trank You posters		
	N/K Send out first ernal follow up to financial aid letter to students requesting there you ration for disnorm		
Have a `	9/15-11/1 Advertise There-extens were even figure around both paraguage. Tri screen, etc.		
Havea	9/16 Met There has postant		
Dlambl	35/3 Send out second email remindents students requesting there you letters for donors		
Plan!	25/5 Designand have printed handouts and note cards for Thank-A-Concrivees		
	11/7-11/11 There A-Construent - Give out to <u>dustry photohes</u> /sandy and reffe to win \$200 Ames gift card for perticipating		
	\$1/24-EV/38 Propers and organize the thank you notes compiled during Thank-A-Concreses to be mailed out.		
	33/25 Thans-A-Donor cards mailed		
	13/21 Mail reminder letters home to students requesting then you letters for donors		
	12/26-1/1 feading week - Send another reminder email to students nequesting thank you letters for donors.		
	\$/\$1-\$/2\$ Call students during intersession requesting there you letters for dozons		
	SPRING SEWESTER		
	\$/25-2/2 Thank-A-Thor phore cells to scholership donors		
	8/S Draft Scholarship Impact piece and color letter .		
	A/15 Scholarship Reception		
	4/21 Scholarphip Impact place mailed		

Tips to improving student	
participation:Be Flexible!	
• Make it easy for them!	
Embrace Technology!	
Bribery:Money	
> Food	
 Guilt- You & Parents Persistence	
O I Classes I Co	
Results	
Unsolicited donations of over \$75K	
 More students are aware of Philanthropy's impact on campus 	
 Perception of Donor Relations has Increased 	
	<u> </u>
Thank YOU!!!!!!!!!!!	
Lynne M. Wester	
www.donorrelationsguru.comwester@yu.edu	
westere yu.edu	