

Faculty & Staff Giving

January 7, 2016

Lance Taylor



- Director of Annual Giving & Student Philanthropy
- University of Tennessee, Knoxville
- Pursuing a MS in Human Resource Management
- 6+ years in Higher Ed. Annual Giving

The University of Tennessee, Knoxville

- Founded in 1794
- Located in Knoxville, TN
- 27,845 students
- Nearly 10,000 faculty and staff
 - 5,400 full-time faculty and staff
- 225,000 alumni
- Started a Faculty/Staff Giving campaign in 2014
- Increased Faculty/Staff Giving Participation by 32% in two years
 - FY 2013- 18% (Before the first campaign)
 - FY 2015- 50% (After two campaigns)

Agenda

- Planning
- Volunteers
- Campaigns
- Stewardship
- Outcomes

Poll: Do you currently have a faculty/staff campaign?

Yes

No

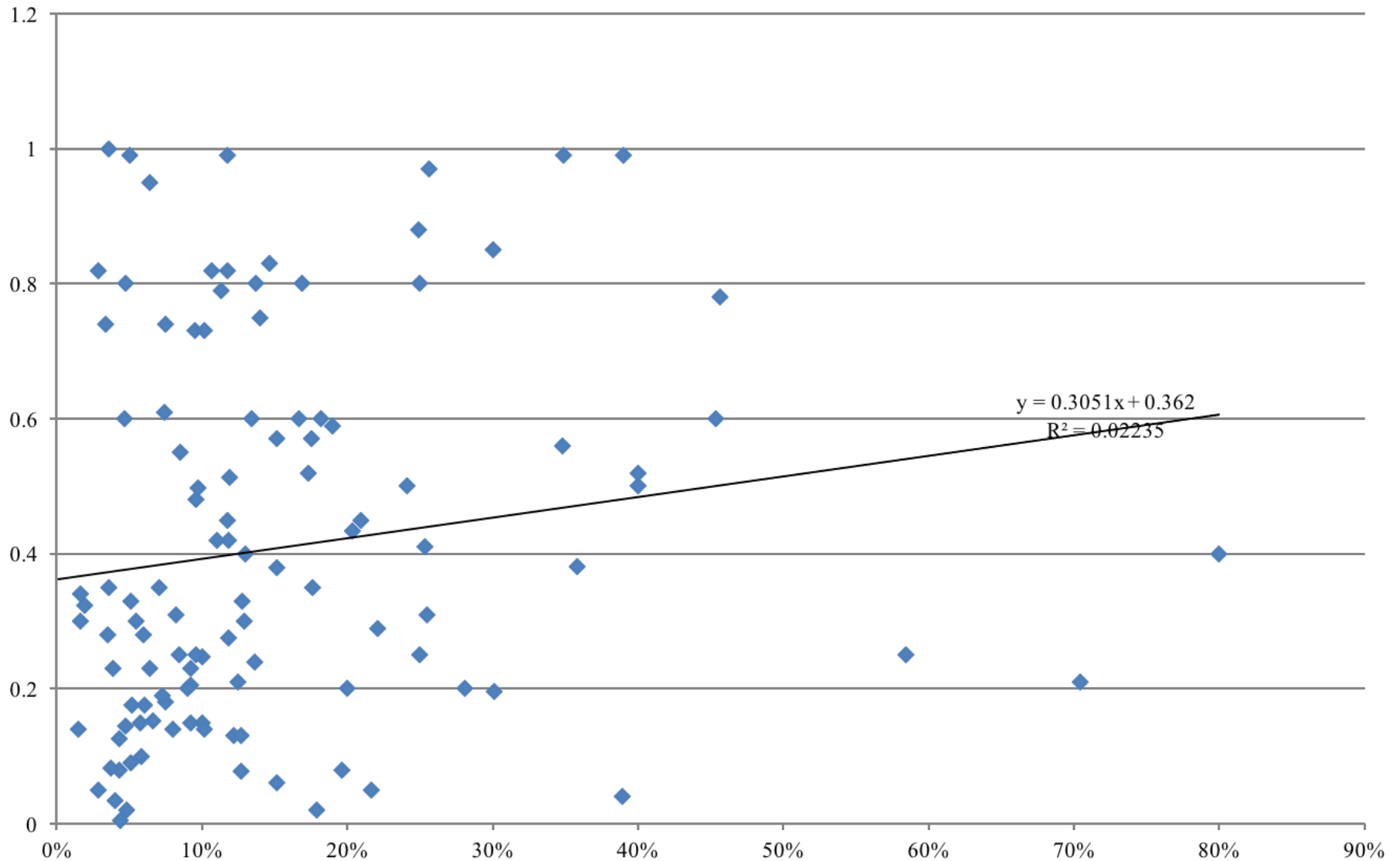
No, but we're planning one

PLANNING


Why Faculty & Staff Campaigns?

- Create or enhance a culture of philanthropy on campus
 - Can trickle down to students as well
- Emphasize family to enhance the sense of pride among faculty and staff
- Alumni Participation
 - Over 1,000 faculty and staff alumni at UT
- Opportunities to raise significant money for your institution
- When we give, “they” give


Correlation with Alumni Participation



Research

- Benchmark
 - Study other best practice programs to gain insight
- Analyze
 - How many people are already giving on campus?
- Focus Groups
 - Conduct focus groups with faculty and staff
 -  did this to gauge attitude

How to Get Started

- Discuss with division and campus leadership
- Find a time in the year for the campaign
 -  UNIVERSITY OF ARKANSAS incorporating into Giving Day
 - UT in spring to avoid United Way campaign
- Allow plenty of time to prepare for campaign
 - Volunteer recruitment, logistics, preparing campaign materials
- Ensure adequate staffing

Consider Stewarding Before the Campaign

- Current donors are critical to the success of the campaign
 - Helps to show philanthropy is happening on campus
- Consider holding an event to steward current donors

UC San Diego

- Sent university branded earbuds out saying, “thanks for being our best buds”
 - Sent to all faculty and staff, not just donors
 - Community building piece to warm up a cold audience
 - No campaign before current Executive Director’s arrival

Goal Setting

- Be sure to set goals that align with campus priorities
- Different types of goals to set
 - Participation
 - Dollars Raised
 - Both participation and dollars raised
 - \$13.9 million and 72%
- Discuss and set goals in conjunction with campaign volunteers
- Make sure your goals are SMART





VOLUNTEERS


Poll: Do you currently use faculty & staff as volunteers?

Yes

No

Not sure

Recruiting Volunteers

- Create a volunteer structure that works for your institution
- Consider a chair or co-chairs to give your campaign a face
- Examples of how to find volunteers
 - Cincinnati receives input from Dean's & VP's
 -  partners with faculty on advancement work during the course of the year
 - At UT, we use an Executive Committee of about 25 members
 - Responsible for recruiting the remaining 100~ volunteers

Setting Expectations

- Be a donor prior to the campaign
- Help recruit other volunteers
- Attend the volunteer training lunch or breakfast
- Make personal asks of other faculty and staff
- Collect and return contribution cards to alumni staff
- Promote the campaign in your unit/department

Campaign Planning Meeting

- Gain insight into attitude on campus
- Set goals for the campaign
- Pre-campaign stewardship ideas
- Develop a theme
- Discuss logistics
- What worked well, needs improvement for years 2+

Training Lunch or Breakfast

- Critical to the success of a campaign if utilizing volunteers
- Key Things to Include
 - Comments from university leadership
 - Discuss importance of campaign
 - Emphasize with faculty and student speaker
 - Provide campaign details, advice, answers to FAQs
 - Role play (How to make asks)

Materials to Provide Volunteers

- Campaign instructions
 - What you want your volunteers to do
- Frequently Asked Questions
- Facts and Stats about philanthropy on campus
- Contact information for development officers
- List of funds people can support
 - May be difficult to do at larger schools
 - Funds of focus


Online Training Ideas

n/cc-volunteers.html

OSU.EDU

Help BuckeyeLink Map Find People Webmail Search Ohio State

Like 0 Tweet Search Ohio State... » GIVE NOW

 THE OHIO STATE UNIVERSITY

Philanthropy Programs » News and Events » Foundation Board » Advancement »
But for Ohio State » Areas to Support » Guide to Giving » Donor Societies »

Campus Campaign

Ambassador Toolkit

Thank you for volunteering for Campus Campaign. Here you will find a bevy of resources that will help you shape your unit's campaign, answer questions your fellow faculty and staff may have, and have a great time while working for a worthy cause—Ohio State!

[2015 Ambassador Resources Packet](#)

[2015 PowerPoint Template for Ambassadors](#)

[2015 Ambassador Orientation](#)

[2015 Timeline](#)

[Funds supported by faculty and staff](#)

DOWNLOADS

[Digital signature](#)

[Flyer: No amount is too small](#)

[Flyer: Where do you give?](#)

[Digital screen ad](#)

BUT FOR OHIO STATE

RECOGNITION NOMINATION FORM

CAMPUS CAMPAIGN

[Campus Campaign Council](#)

[Frequently asked questions](#)

[Download a gift form](#)

[Pelotonia and Campus Campaign](#)

Ambassador toolkit

[About Campus Campaign](#)

Communicating with Volunteers

- During volunteer recruitment
 - Check in with volunteers as they are recruiting other volunteers
 - Offer to meet with them to strategize
- During the campaign
 - Provide weekly updates about overall campaign and individual unit/department progress
 - Consider incentives for high performing volunteers
- After the campaign
 - Be sure to communicate outcomes of the campaign
 - Thank them for their service

Stewarding Volunteers

- Incentives
 - First few teams to 100% participation
 - Best improvement during the campaign
 - Week to week improvement
- Awards
 - Do something special to recognize your hard working volunteers (Will discuss our awards later)
- Recognition/Thanks
 - List volunteers on your campaign website
 - Provide a thank you from the Chancellor/President
 - Write handwritten notes to your volunteers
 - Thank them in every email communication



CAMPAIGNS

Poll: What is the ideal length of time for your campaign?

A full year

One month

One week

One day


Campaign Planning Timeline (One Year)

- Recruit volunteers (Fall semester)
- Create new materials (Late fall)
- Support core volunteers in recruitment (Dec/Jan)
- Organize teams of faculty & staff for volunteers (Dec/Jan)
- Prepare materials for volunteers (Dec/Jan)
- Plan events for volunteer training & stewardship (Dec/Jan)
- Stewardship Activities (Year Round)

Campaign Timeline (One Month)

- Email to all faculty and staff (Each Monday)
- Volunteers make personal asks (First week of campaign)
- Volunteers turn in personal pledge card (First week)
- Posters placed in departments to show progress (Updated weekly)
- Thank you postcards are sent to donors (Daily)
- Volunteers encouraged to make a reminder ask (Week 3)
- Social media updates (Scattered during the month)
- Updates in university wide publications (Two or three)

Sample Campaign Email



THE BIG ORANGE Family CAMPAIGN

WATCH NOW

The Big Orange Family Campaign Starts Today

I am pleased to announce the launch of the Big Orange Family Campaign. Giving back is your opportunity to say **I BELIEVE** in the University of Tennessee, Knoxville.

During the campaign, you can designate your gift to any college, department, program, scholarship, or pre-established gift fund that you choose. You may fill out the campaign pledge card, make a gift through [payroll deduction](#) or a one-time gift [online](#).

I hope you choose to participate in the Big Orange Family Campaign and help us demonstrate to others that we believe in this university.

RETURN YOUR DONATION CARD, ENTER TO WIN!

After turning in your donation card, you'll be entered into a drawing for these door prizes:


- Lady Vol Basketball Tickets
- Regal Cinemas Gift Cards
- Signed UT Memorabilia
- Autographed Dave Ramsey ('82) books
- Other UT swag

During the campaign, you can designate your gift to any college, department, program, scholarship, or pre-established gift fund that you choose. You may fill out the campaign pledge card, make a gift through [payroll deduction](#) or a one-time gift [online](#).

I hope you choose to participate in the Big Orange Family Campaign and help us demonstrate to others that we believe in this university.

Remember, it is not the amount of your gift, but your participation that counts!

I believe,




Jimmy G. Cheek
Chancellor

drawing for these door prizes:

- Lady Vol Basketball Tickets
- Regal Cinemas Gift Cards
- Signed UT Memorabilia
- Autographed Dave Ramsey ('82) books
- Other UT swag

Office of Alumni Affairs and Development
1609 Melrose Avenue | Knoxville, TN 37996
E-mail: alumnistaff@utk.edu
Phone: 865.974.3011 | Fax: 865.974.0810
[Contribute to Big Ideas](#)



THE UNIVERSITY OF TENNESSEE

Communications



volsconnect.com/family

Communications Toolkit

Quick Facts

- Faculty and Staff Giving Campaign
- Theme: I Believe
- Promoted through peer-to-peer asks
- Promoted through a weekly e-mail sent each Monday in February
- Promoted through social media throughout February

Dates

February 2–27, 2015

Website

Volsconnect.com/family

Social Media Hashtags

#IBelieveUT
#BigOrangeFamily

Questions? Contact

Lance Taylor, Director of Annual Giving
ltaylor@utfi.org
865-974-8949

Jessy Lawrence, Associate Director of Communications
jlawrence@utfi.org
865-974-3912

OFFICIAL UT SOCIAL MEDIA ACCOUNTS

UT Knoxville
Facebook: facebook.com/UTKnoxville
Twitter: [@UTKnoxville](https://twitter.com/UTKnoxville)

UT Knoxville Alumni
Facebook: facebook.com/tnalumni
Twitter: [@tnalumni](https://twitter.com/tnalumni)

DO YOU BELIEVE?

The **Big Orange Family Campaign** is a monthlong initiative to promote philanthropy among faculty and staff. Giving back is an opportunity for faculty and staff to say "I BELIEVE" in UT. Participation from our faculty and staff demonstrates that UT is one of the best investments for a potential donor's philanthropic support. When we give, we inspire others to give as well.

The campaign will run February 2–27, 2015. Faculty and staff have already established a strong history of giving back in many ways to the university. Last year, faculty and staff exceeded our expectations and moved the employee giving percentage from 16 to 47 percent.

STRUCTURE

Executive Committee – Individuals from several areas across campus represent the Big Orange Family Campaign executive committee. The committee met to discuss theme, goal, and structure. This group is responsible for recruiting team leaders for each department within their unit.

Team Leaders – Team leaders are responsible for soliciting thirty to forty individuals within their department during the campaign. All team leaders make a personal ask to each member of their unit before and during the campaign. The team leaders distribute and collect the donation cards to each member of their department. Donation cards are turned in each week to the Annual Giving Office.

SOCIAL MEDIA

- Provide a communications toolkit to college and campus communicators
- Social media tools for volunteers and communicators
-  highlights 100% participation teams on social media

Campaign Materials (Pledge Card)



**YES!
I BELIEVE
IN UT!**
CAMPAIGN ENDS FEB. 27



	<small>Do, John</small>	<small>00000000</small>	
	<small>LAST NAME, FIRST NAME</small>	<small>PERSONNEL #</small>	
	<small>ADDRESS</small>	<small>CITY</small>	<small>STATE</small>

I will be a Big Orange Family Donor!

Please designate my gift as follows:

☐ Campus Fund for UT Knoxville

☐ College Fund for _____

☐ The following department, program or scholarship:

If you would like more information about how to designate your gift,
please contact Lance Taylor ltaylor@utfi.org

SIGNATURE (REQUIRED)

DATE

I am making my gift through payroll deduction

☐ I am making my gift through a new payroll deduction.
I pledge \$ _____ on the Payroll Deduction Program
at the rate of \$ _____ per month beginning June 2015.

☐ Please renew my payroll deduction gift from last year.

☐ Please change my payroll deduction.
I pledge \$ _____ on the Payroll Deduction Program at
the rate of \$ _____ per month beginning June 2015.

I am making a one-time gift

☐ I am making an online gift at volconnect.com/family

☐ I am making a one-time payroll deduction of
\$ _____ on June 2015.

☐ I am making a one-time gift of \$ _____
(Make checks payable to **UT Foundation**)

☐ I am using my credit card (VISA, MasterCard, Discover, AmEx)

Card #: _____

Exp. Date: _____ VC: _____

KV150020

Campaign Materials (Letter & Envelope)



February 2, 2015

John Doe
224 Art and Architecture Building
Knoxville, TN 37996-2400

Dear John:

I am pleased to announce the launch of the Big Orange Family Campaign, which will run February 2–27, 2014. We have the best faculty and staff in the country, and you have already established a strong history of giving back in many ways to the university. Last year, faculty and staff exceeded our expectations and moved the employee giving rate from 16 percent to 47 percent.

This year, we hope to increase the percentage above 55. Giving back is your opportunity to say **I BELIEVE** in the University of Tennessee, Knoxville. Participation from our faculty and staff demonstrates that UT is one of the best investments for a potential donor's philanthropic support. When we give, we inspire others to give as well.

During the campaign, you can designate your gift to any college, department, program, scholarship, or pre-established gift fund that you choose. Please fill out the attached campaign gift card and return it, sealed, to your designated team leader in the envelope provided. You can also make a gift online through payroll deduction or a one-time gift at volconnect.com/family.

Your gift directly impacts our efforts to become a Top 25 public research university. I hope you choose to participate in the Big Orange Family Campaign and help us demonstrate to others that we believe in this university, not just as our employer, but as an important contributor to society.

Remember, it is not the amount of your gift, but your participation that counts!

I believe,

Jimmy G. Cheek
Chancellor

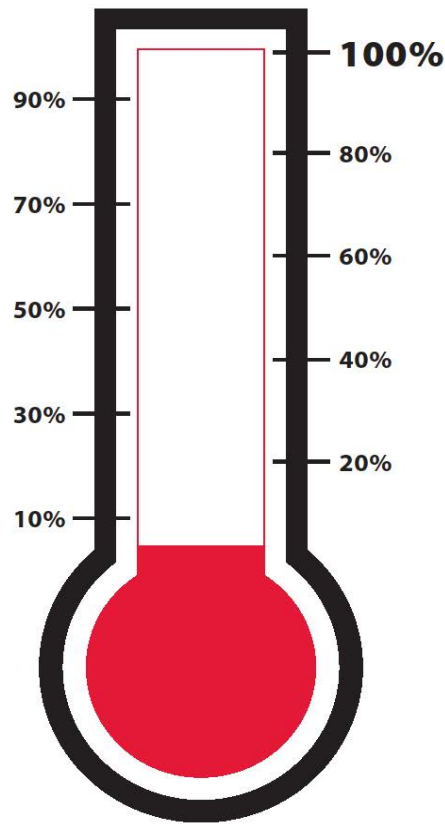


John Doe
224 Art and Architecture Building
1715 Volunteer Boulevard
Knoxville, TN 37996-2400

Campaign Materials (Progress Poster)



Our Team's Participation Progress



University of Iowa

The screenshot shows the 'WE ARE PHIL: FACULTY & STAFF GIVING' page of the University of Iowa Foundation. The page features a large video player with the text 'WE ARE PHIL' in a stylized, yellow, blocky font on a black background. To the right of the video, it says 'University of Iowa faculty and staff PHILanthropists.' Below the video player are four yellow buttons: 'GIVE NOW', 'PAYROLL DEDUCTION', 'LOOK FOR A FUND', and 'TELL YOUR STORY'. The page also includes a search bar at the top right and a navigation menu at the top. Below the buttons, there is a section titled 'FACULTY/STAFF GIVING AT THE UNIVERSITY OF IOWA: WE ARE PHIL.' followed by text explaining the 'Phil' nickname and the importance of every gift. A bar chart at the bottom right shows the number of gifts over four years: 2,135, 2,408, 3,028, and 3,131.

University of Iowa Foundation

About the Foundation Recognition and Thanks Ways to Give Careers Give Now

WE ARE PHIL: FACULTY & STAFF GIVING

FAQs Giving Leadership Resources Stories

WE ARE PHIL

University of Iowa faculty and staff PHILanthropists.

YouTube

GIVE NOW PAYROLL DEDUCTION LOOK FOR A FUND TELL YOUR STORY

FACULTY/STAFF GIVING AT THE UNIVERSITY OF IOWA: WE ARE PHIL.

Who is Phil? Phil is short for **philanthropy**, and at the UI, Phil is our nickname for everyone who donates to the university, as well as all those who benefit from private support. That means you are Phil too.

EVERY gift matters.

Your participation is important. Each person who gives counts equally as **ONE** person who supports the UI's mission.

ANY amount counts.

...even if you can only give a little. Imagine what we can accomplish at the UI if **EVERYONE** gives what they can!

EACH year. Annual gifts from UI faculty and staff can provide a steady

2,135 2,408 3,028 3,131

Elon University



IMPACT & OPPORTUNITY

We are proud to serve as this year's Co-Chairs of the Faculty/Staff Campaign. We wanted to first thank you for all you do for Elon! We see first-hand the dedication and commitment of Elon faculty and staff that make this a special and dynamic community.

[FY 16 Faculty/Staff Donors](#)



Last year the Faculty/Staff Campaign achieved record success, tallying an impressive 72 percent rate of participation among Elon employees. This fiscal year, we hope to build on that success by continuing to make a difference within the Elon community and beyond. Our collective participation in the faculty and staff campaign will further demonstrate to alumni, parents, friends, foundations and corporations that Elon enjoys broad-based support. In addition, as an Elon employee you can choose to designate your gift wherever you want on campus.

FacStaff Giving Campaign

Co-Chairs, Faculty and Staff Campaign



David Vandermast

Associate Professor
of Biology

McMichael Science Building 124B
2625 Campus Box Elon, NC 27244
(336) 278-6171
dvandermast@elon.edu

[more »](#)



Karen Walter

Assistant Director of
Financial Planning

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(336) 278-7635
walterk@elon.edu

[more »](#)

Staff Contact



Michelle McQuage

Coordinator of

Faculty Captains

- Cindy Bennett
- Jim Bissett
- Jeff Carpenter
- Art Cassill
- Steve DeLoach
- Ben Evans
- Ken Fernandez
- Alexis Franzese
- Jen Hamel
- Anthony Hatcher
- Johanna Janssen
- Young Do Kim
- Michele Kleckner
- Chris Leupold
- Harlen Makemson
- Susan Manning
- Jan Mays
- Phil Miller
- Paul Miller
- Paula Patch
- Jeff Pugh
- Karl Sienerth
- Carol Smith
- Wonhi Synn
- Janet Warman
- Tony Weaver
- Jane Wellford
- Scott Windham
- Marna Winter

University of Tennessee

[Make an Online Gift](#)[Join the Journey](#)[Ways to Contribute](#)[VOLstarter](#)[Impact Report](#)[Gratitude](#)[Family Campaign](#)[Ways to Give](#)[Volunteer Leaders](#)[2014 Success](#)[Questions?](#)[FIRST TIME LOGIN](#)[LOGIN](#)[SUPPORT](#)

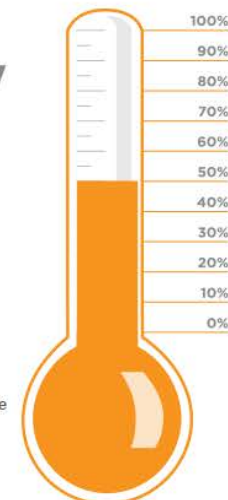
Big Orange Family Campaign



Do you believe in UT?






The Big Orange Family Campaign is a month long initiative in February to promote philanthropy among faculty and staff. Giving back is an opportunity for faculty and staff to say "I Believe" in UT. Participation from our faculty and staff demonstrates that UT is one of the best investments for a potential donor's philanthropic support. When we give, we inspire others to give as well.

Faculty and staff have already established a strong history of giving back in many ways to the university. Over the past two years, faculty and staff exceeded our expectations and moved the employee giving percentage from **16 to 50 percent**.

[Ways to Give »](#)[Volunteer Leaders »](#)

PARTICIPATION: 50%
THANK YOU!

Innovative Ideas

- Offering tickets to facilities staff 
- Hot dog rally event 
- Student voicemail asks 
 - One student from each college recorded a voicemail. Using an automated system voicemails were sent to faculty and staff members across campus encouraging them to make their contribution to the campaign.
- Roaming coffee and pastry cart 
- Annual parking passes as door prizes 



STEWARDSHIP

Year Round Stewardship (Saint Benedict)

- Thanksgiving themed message (November)
 - *Turkey. Pumpkin pie. World-class colleagues. You rank right up there with the season's favorites. Thanksgiving is right around the corner and here in annual giving, we are counting our blessings. We are incredibly grateful for all that you give to Saint Ben's!*
- Valentine's Day themed message with cookies (February)
- Faculty and Staff Giving Posters (Fall and Spring)
- Faculty and Staff Giving T-shirts (Spring)
- Hand-written thank you notes from students (Spring)

Giving Posters



- Used to highlight stories of faculty and staff giving
- 15 new posters made each year
- Over 125 posters in inventory



Year Round Stewardship at UT

- Immediate thank you postcard (Feb-March)
- Cookie cakes for Top Teams (March)
- Donuts for Donors (March)
- Post campaign thank you video (March)
- Campaign celebration event for all donors (March-April)
 - Awards given out to high achieving volunteers and units
- Email showing impact of gifts (August)
- Tailgate prior to a home football game for all donors (Sept)

Thank You Postcard



Thank You!



Thank You!

Thank you for showing your Volunteer pride and participating in the Big Orange Family Campaign. Your gift directly impacts our goal of becoming a Top 25 public research university and will make a difference in the lives of our current and future students.

Thank you for your commitment to the University of Tennessee, Knoxville, your generosity, and your enthusiasm about what is already being accomplished. Together we are unstoppable.

With gratitude,

A handwritten signature in blue ink that reads 'Jimmy G. Cheek'.

Jimmy G. Cheek
Chancellor

THE UNIVERSITY OF TENNESSEE
KNOXVILLE

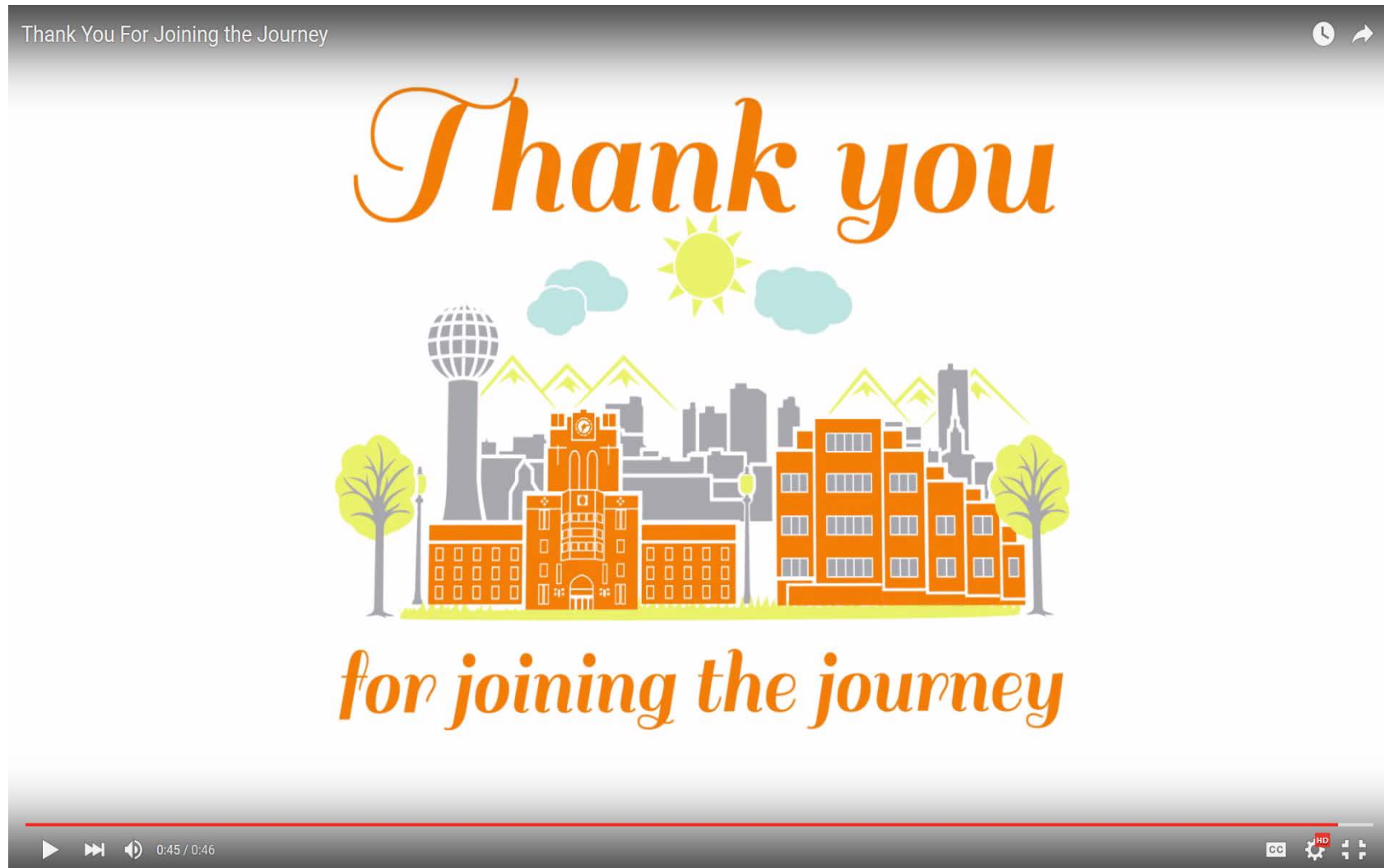
Office of the Chancellor
527 Andy Holt Tower
Knoxville, Tennessee 37996-0934

CAMPUS
MAIL

Cookie Cakes for Top Teams



Thank You Video



Campaign Celebration Event



Awards for top volunteers and teams

- Most Improved Team
- Most Improved Unit
- Best Use of Social Media
- Best Participation by Unit
- Best New Volunteer
- Volunteers of the Year
- 100% Teams



Impact Email + Tailgate Invitation





It's been six months since the conclusion of the Big Orange Family Campaign. The gifts you made during the campaign and throughout the year benefit students, faculty, and staff each and every day. Just look at the opportunities **YOU** made possible at the University of Tennessee, Knoxville. Thank you!


You increased faculty and staff giving from 16% to **50% participation** over the past two years.




You helped establish the **Math Honors Faculty and Staff Scholarship Endowment** that will benefit students who are pursuing a math honors undergraduate degree.



You provided **resources** for more than 100 units and **departments** across campus.



Your support helped create the **Sally Carter Memorial Endowment** in the College of Law, which will be used for employee career and professional development.





As an expression of our sincere gratitude for your contribution during the Big Orange Family Campaign and throughout the year, please join us for a

Tennessee Tailgate

September 19
Tennessee vs. Western Carolina
4:00-6:00 PM
RSVP required

THANK YOU!

UT KNOXVILLE OFFICE OF ALUMNI AFFAIRS
1609 Melrose Avenue
Knoxville, TN 37996-3550
alumnistaff@utk.edu · volconnect.com/family





OUTCOMES

Outcomes

- Helps build a culture of philanthropy on campus
- Improved participation
- Increased dollars raised
- Better donor stewardship of faculty and staff donors
- Positive message to share with alumni and friends
- Additional opportunity to share campus priorities

Key Takeaways

- Support from campus and division leadership is important
- Allow for plenty of planning time
- Peer to peer component is critical
 - Every school I researched used volunteers in some way
- Scale your campaign to fit your budget and staff resources
- Do your research before starting your campaign
- Be creative and have fun!

Become an AGN Plus Member Today!

AGN Plus Members can get unlimited access to all AGN webinars and additional benefits.

To learn more, visit AnnualGiving.com or email info@annualgiving.com.



agn

ANNUAL GIVING NETWORK