ADVANCEMENT COMMUNICATIONS

An overview of advancement practices, campaign progress, and cross-college collaboration opportunities.

Luke Hawkins, Assistant Director for Advancement Communications
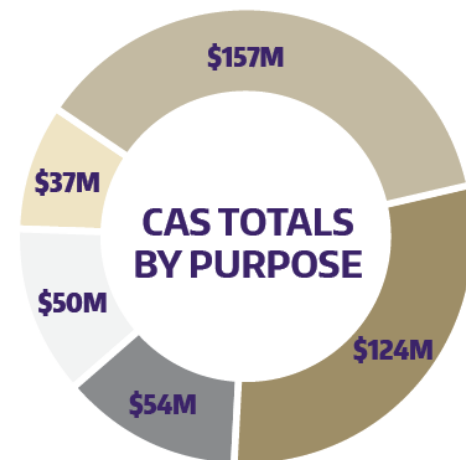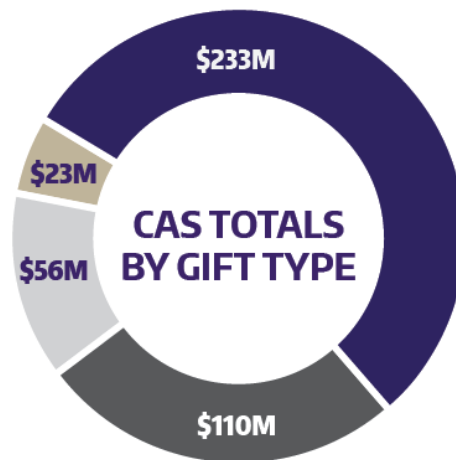College of Arts & Sciences

W

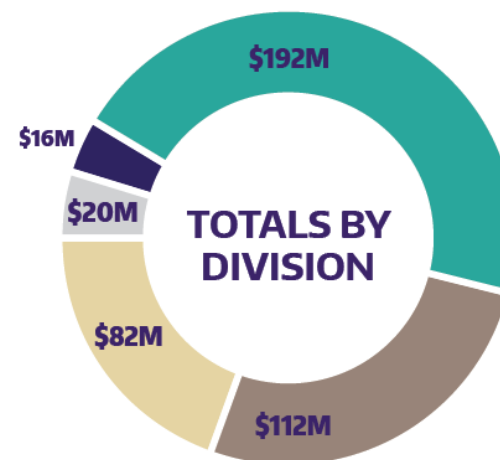# CAMPAIGN | WHERE WE ARE NOW

UW total: $4.7B
CAS total: $422M

April, 2018

CAS TOTALS BY PURPOSE

$157M
$37M
$50M
$54M
$124M

FACULTY
PROGRAMMATIC
CAPITAL
UNRESTRICTED
STUDENTS

CAS TOTALS BY GIFT TYPE

$233M
$23M
$56M
$110M

GIFTS
GRANTS
BEQUESTS
PLEDGES

TOTALS BY DIVISION

$192M
$16M
$20M
$82M
$112M

NATURAL SCIENCES
ARTS
SOCIAL SCIENCES
HUMANITIES
DEAN'S OFFICE

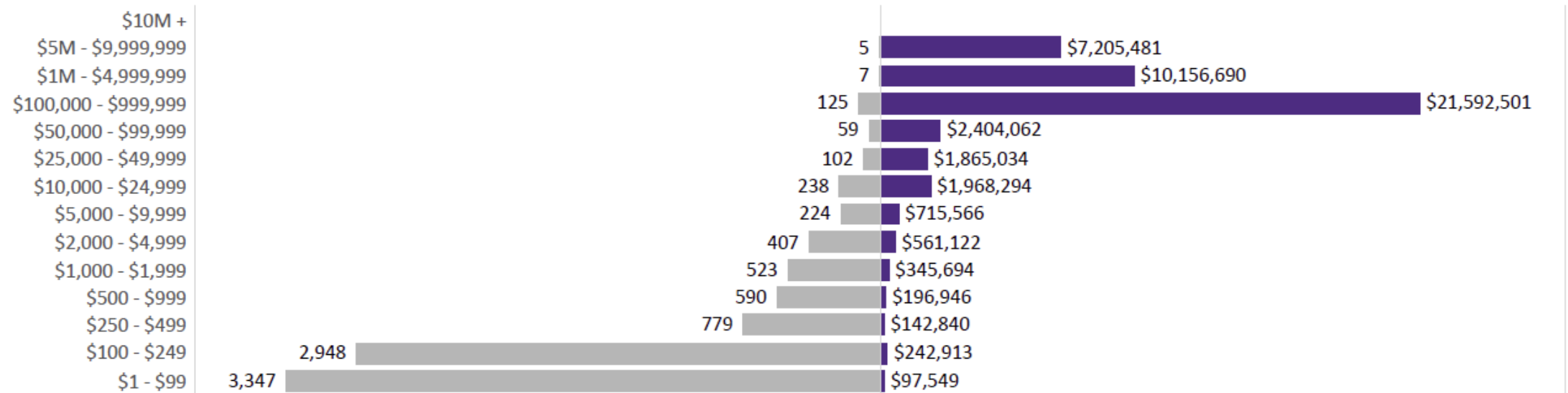## ENDOWMENT VALUES

- Current CAS value: **$437,761,191** (as of 1/1/2018)

- Estimated annual distributions (x 4%): **$17,510,447.64**

- Amount added this campaign (including market growth): **$155,620,626**

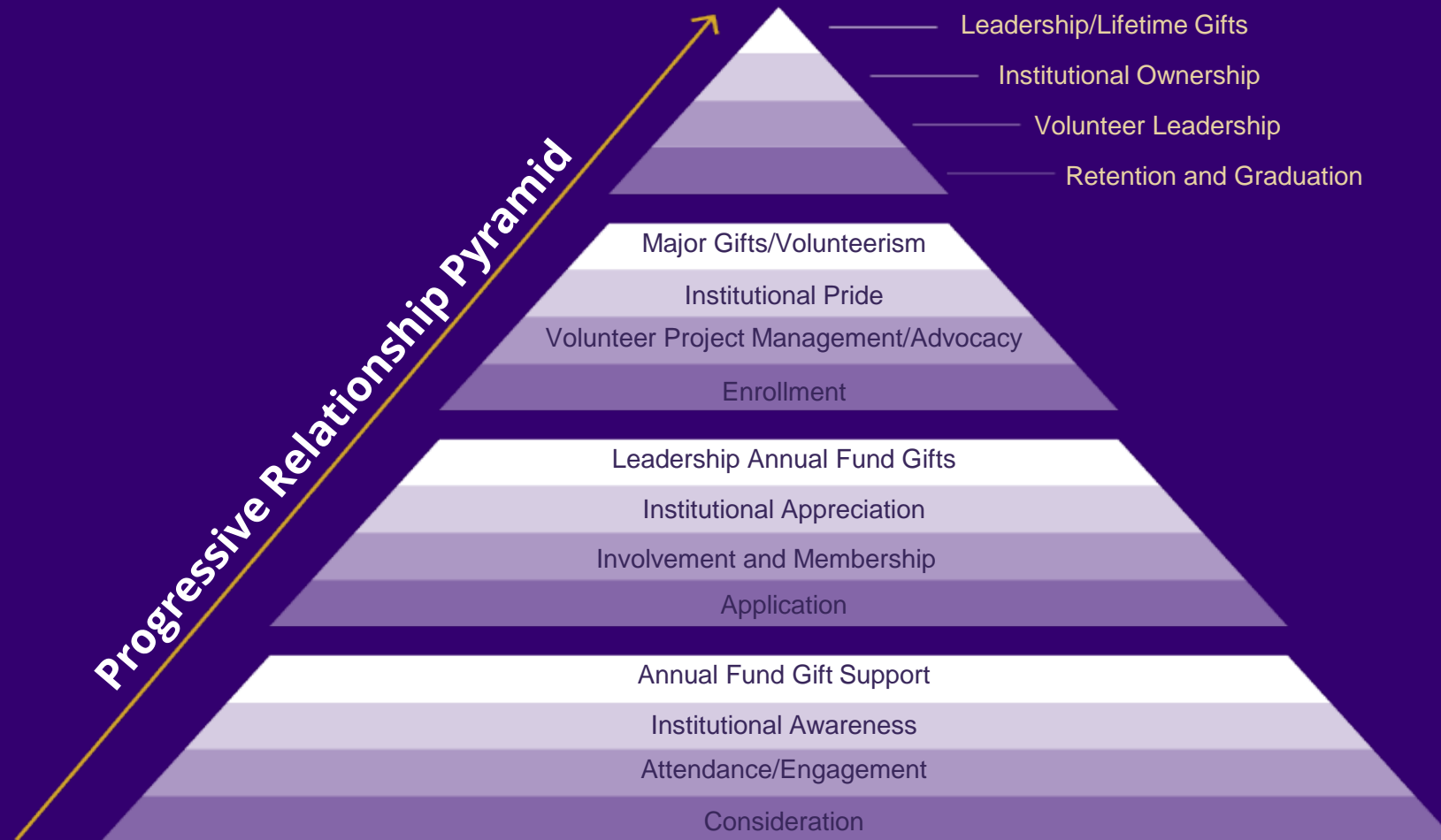- Number of new endowments: **244**

CAMPAIGN | WHERE WE ARE NOW

You are looking at gift levels counts by **School.**

School**: Arts and Sciences** Division: **All** Department: **All** Fiscal Year: **2018**

Gift Level	Count	Amount
$10M +		
$5M - $9,999,999	5	$7,205,481
$1M - $4,999,999	7	$10,156,690
$100,000 - $999,999	125	$21,592,501
$50,000 - $99,999	59	$2,404,062
$25,000 - $49,999	102	$1,865,034
$10,000 - $24,999	238	$1,968,294
$5,000 - $9,999	224	$715,566
$2,000 - $4,999	407	$561,122
$1,000 - $1,999	523	$345,694
$500 - $999	590	$196,946
$250 - $499	779	$142,840
$100 - $249	2,948	$242,913
$1 - $99	3,347	$97,549

Select any bar above to see the donors in that gift level below.

ADVANCEMENT TOWARD... WHAT?

Progressive Relationship Pyramid

Leadership/Lifetime Gifts

Institutional Ownership

Volunteer Leadership

Retention and Graduation

Major Gifts/Volunteerism

Institutional Pride

Volunteer Project Management/Advocacy

Enrollment

Leadership Annual Fund Gifts

Institutional Appreciation

Involvement and Membership

Application

Annual Fund Gift Support

Institutional Awareness

Attendance/Engagement

Consideration

HOW DO YOU FIT IN?

You have the inside track on stories

You have proximity to students and faculty

You already create a variety of content

You have audiences who care

You don't have to be a fundraiser, but you can help create opportunities for giving

So what does this look like practically?

PRACTICAL APPLICATION

ON THE WEB:

Rework language on 'Support Us' page to include succinct articulation of campaign priorities
Repurpose philanthropy-tinged content in your Recent News section, when appropriate

NEWSLETTERS:

Incorporate stories of students or faculty who have benefitted from philanthropy
Encourage Chair to frame priorities in Chair's letter/note in newsletters
Include one-time section on your unit's vision for the future

ACROSS ALL COMMUNICATIONS:

Include consistent 'key messages' across communications – in posters, newsletters, talking points, etc.
Incorporate aspirational language – point to future of the department when possible
Call-out philanthropy where it exists

BIOLOGY NEWSLETTER

Donor Spotlight: Founder of the Hahn Writing Fellowship

Kathryn Hahn is the founder of the Hahn Writing Fellowship and a retired administrator who worked for the Department of Biology for nearly two decades. **MORE**

Kudos of the Quarter: Sarina Sandhu

Sarina Sandhu is a junior in the Department of Biology and an Autumn 2017 recipient of the Friends of Biology Fund, which supports a range of undergraduate and graduate activities. **MORE**

BIOLOGY IN THE NEWS

- Sam Wasser on elephant poachers in New York Times
- Sharlene Santana coauthors on carnivoran coloration in BE&S
- Adam Summers on hagfish slime in UW Today
- Mary Pat Wenderoth wins NABT Award

VISIT BIOLOGY >

UW HOME **BIOLOGY HOME**

BE BOUNDLESS
FOR WASHINGTON | FOR THE WORLD

NELC GIVING PAGE

W UNIVERSITY of WASHINGTON

College of Arts & Sciences | Quick Links

NEAR EASTERN LANGUAGES & CIVILIZATION

People ▾ | Programs & Courses ▾ | Study Abroad ▾ | Research ▾ | News & Events ▾ | Resources ▾ | About ▾

🏠 / About / Support Us

About

Department Overview

Stay Connected

Support Us

  Make a Gift

  Your Partnerships at Work

Contact Us

Our Programs

Arabic & Islamic Studies

Hebrew Bible & Ancient Near Eastern (HBANES) Studies

Modern Hebrew & Israel Studies

Persian & Iranian Studies

Turkic & Central Eurasian Studies

Turkish & Ottoman Studies

Support Us

Becoming a NELC Partner

Our ability to engage our many communities and to provide financial support for our students is directly due to the support and leadership of NELC's partners. There are many ways of becoming a partner with NELC depending on the level of commitment with which one feels most comfortable—from contributing an annual gift to establishing an endowment.

For more information about giving, contact Patrick Gibbs, NELC Administrator at pjgibbs@uw.edu or 206.543.0475.

Giving options include:

Making a gift online now – To support NELC priorities.

Establishing an endowment – The gift that keeps on giving.

Considering a planned gift – What a great way to honor NELC.

Making a gift of securities – This offers a great tax advantage.

Considering a major gift – Major gifts make up a large percentage of total dollars but come from a very small percentage of donors. Please consider becoming one of the distinguished donors.

Providing in-kind gifts – (donations of tangible personal property or equipment). Be creative!

Partnering with Corporations & Foundations – Discover the tax benefits at a company level.

See your partnership with NELC at work

Hello ldhawk
LOG OUT | ONLINE GIVING | IMPERSONATE DONOR | FUND MAINTENANCE | IFRAME GENERATOR | TYEE CLUB

W UNIVERSITY of WASHINGTON

FIND FUNDS **MY GIFTS (0)**

Opportunities Search My Gift History

Friends of Near Eastern Languages and Civilizations Fund

ANNUAL PHILANTHROPY

Formerly:

Annual print appeal, additional print communications by segment

CAS-level appeal letter from dean – CAS-level priority fund

Inability to support departmental annual/online giving efforts

Now:

Team re-organized, positions added – new focus on digital communications, data, and segmentation

University-wide "giving day" in March, 2019 – opportunity for units/departments to participate

Potential digital solicitation support (tbd)

Unit consultation on solicitation strategy

Additional tools/plans to be announced

RESOURCES

Giving Page Guidelines:

https://dwf.artsci.washington.edu/support-us-giving

Online Giving Fund Portal

https://online.gifts.washington.edu/secure/

Or e-mail for access: advsti@uw.edu

Annual Philanthropy:

rosehoo@uw.edu

UW Brand Resources:
https://www.washington.edu/brand/

Arts & Sciences Toolkit:
https://marcomm.artsci.washington.edu/toolkit

TAKEAWAYS

1. You don't have to be a fundraiser, but you can still support fundraising.
2. During the next phase of the campaign, a push for participation creates opportunity for departments.
3. Share what you have with us – content you've created or compelling story kernels that we can develop or push to UMAC.
4. Use existing vehicles (newsletter, giving page, social media) to drive online giving.

SOCIAL MEDIA

SOCIAL LISTENING

Social media accounts to follow

- UWAA
- Columns Magazine
- OMAD
- UW News
- University of Washington
- College of Arts & Sciences
- CAS departments
- Key Faculty
- Libraries
- @UWHires (twitter)
- Relevant job boards
- The Whole U
- UW Parent and Family Programs

>The Conversation
>Academic Journals
>Professional Societies
>Student Organizations
>Undergraduate Academic Affairs
>UW Sustainability
>relevant centers
>relevant non-profits/community organizations
>local news orgs. (KUOW etc)
>museums
>UW Athletics
>ArtsUW
>UW Study abroad
>UW Global Opportunities
>The Daily

Who do you follow?

Social Listening

Helpful tools and platforms

> Google.com/alerts

> UW News pinboard https://pinboard.in/u:uwnews/public/UW

> Hootsuite (free and premium plans)

> Pocket
https://getpocket.com/

Hashtags

A word or phrase preceded by a (#), used within a message to identify a keyword or topic of interest and facilitate a search for it.

> April
- #Husky Experience

Supports undergraduate May 1 decision deadline

> May
- #BeBoundless

Highlights what philanthropy makes possible

> June
- #BestofUW

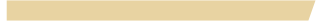Celebrates the previous academic year

More hashtag ideas

> #MotivationMonday
> #ThrowbackThursday #TBT
> #FollowFriday #FF
> #FridayFact
> #GlobalDawgs

What do you use?

How do you practice social listening?

Things to post on Facebook

Videos and curated content

> Videos have higher than average engagement than images and links

Tip: Upload your videos to Facebook directly. Such videos receive more engagement and shares than YouTube links.

> Content that is educational and/or entertaining

Tip: A great way to find high-quality content is to use the Facebook feature, Pages to Watch (under Facebook Insights)

Things to post on Instagram

High-res photos, quotes, stories

> Types of photos
- Behind the scenes
- User-generated content (take-overs)

> Quotes
- Motivational, inspirational, funny
- Only quotes that align with your mission
- Don't go overboard

> Stories
- Storytelling
- Tutorials
- Lists
- News, announcements

TIP: Adobe spark templates for stories (free!)

What to post on Twitter

> News
> Blog posts and curated content
> GIFS
> Infographics

Streamlined Image Resizing for Social Media

> Landcape by Sprout Social
  - Sproutsocial.com/landscape

> PicMonkey
  - Picmonkey.com

> Canva
  - Canva.com