

Q1 Donor Renewal

July—August 2022

Theme:

Share unit priorities for the coming year for helping students succeed in their return to campus.

Renewal Audience (42K):

Donors who have given in the previous 4 fiscal years; exclude recent FY22 donors

Strategy:

Donor retention for all donors within the last four years. Channels include direct mail and email.

***Featured UW Fund and Unit Priority fund on donor form*

Comms type	Date
Q1 Letter Drops	8/5/22
Renewal Email #1	8/16/22
Renewal Email #2	8/23/22
Renewal Email #3	8/30/22

Q1 Letter Examples

The Q1 letter content is generated through collaboration with our unit partners. This allows us to send custom letter content based on their affinity and giving history.

W UNIVERSITY of WASHINGTON

August 2022

Dear Carol,

In just a few short months, the University of Washington will embark on a new academic year. Campus life continues to return to its regular rhythms after facing so much adversity and we are grateful for loyal friends and alumni like you. **Thanks to your passion and generosity, our Husky community has not only adapted—they have thrived.**

Overcoming challenges is part of UW's signature innovation mindset. Our passion for discovery inspires us to keep reaching for new heights.

As we forge ahead, the University of Washington is embracing the opportunity to serve our students and communities in new ways. "In my 30-plus years as an educator and member of the Husky community," wrote UW President Ana Mari Cauce earlier this year, "I have never experienced a time of such dramatic and rapid change." We understand that we must be more proactive and thoughtful in our approach to these volatile times.

While supporting specific UW causes and units is crucial to our public-serving mission, gifts to flexible funds like the University of Washington Fund can have a distinct impact. University leadership can quickly address current priorities and emerging opportunities more effectively through the creative and strategic use of flexible funding.

Donors like you can play a pivotal role in helping the University advance and evolve. Your contributions across the UW help maximize the reach and impact of these resources to every corner of the UW. Flexible funding increases accessibility and direct student support through the expanded use of excellence funds. Promising new programs like the Brotherhood and Sisterhood Initiatives are able to better provide opportunities for academic growth and leadership, exploration of intersecting identities, and support to underrepresented men and women of color. Research and innovation flourish when we create more opportunities for engaged learning inside and outside the classroom.

As a Husky and member of the UW family, I am excited for the new year and new opportunities on the horizon. Like you, I am proud to be part of a University that is profoundly optimistic about the future and our role in shaping it.

Please consider continuing your support where it means the most to you this year. We are continually grateful for your wholehearted support and appreciate your generosity that makes it all possible.

With appreciation,

Thomas Duke, '05
Director of Annual Giving

Box 359505 Seattle, WA 98195-9504 1-877-UWGIFTS give2uw@uw.edu

W UNIVERSITY of WASHINGTON

August 2022

Dear Fariba and Rasool,

In just a few short months, the University of Washington will embark on a new academic year. Campus life continues to return to its regular rhythms after facing so much adversity and we are grateful for loyal friends and alumni like you. **Thanks to your passion and generosity, our Husky community has not only adapted—they have thrived.**

Overcoming challenges is part of UW's signature innovation mindset. Our passion for discovery inspires us to keep reaching for new heights.

As we forge ahead, the College of Arts & Sciences is committed to expanding access to transformative learning and growth experiences for our students—through exciting student externship and mentorship opportunities, curricular innovations across our divisions, investment in the arts on campus, and more.

As the academic core of the University, the College of Arts & Sciences serves 22,000 UW students annually. We offer 5,400 courses spanning the arts, humanities, and natural and social sciences, as well as career-preparation programs that support student success long after graduation. And we welcome thousands of students and community members each year to engage with boundary-pushing art and meaningful discourse in our galleries and performance spaces. We are the home of the largest number of scholars teaching courses with a social justice focus. Our efforts to be the most welcoming, inclusive, equitable and just college are ongoing and deeply engrained in our mission.

This year, through our **Center for 21st Century Liberal Learning (C21)** externships, we will connect students with professionals at Amazon and Microsoft, giving them early career fundamentals that will help them translate their education into career success. Through the **Humanities First Program**, first-year students will forge meaningful connections to campus and community while exploring questions and concepts core to the human experience. Through the **Arts Capital Campaign**, we are investing in the future of the arts in our region by renovating key campus arts spaces and relocating the Jacob Lawrence Gallery to a place of greater visibility and prominence. And in the Natural Sciences, students collaborate with our outstanding faculty on groundbreaking research through centers like the **Clean Energy Institute** or in the new **Biology Greenhouse**.

It's donors like you who make all of this possible. **When you invest in the Arts & Sciences Fund for Excellence, you are providing flexible and strategic support for the people and programs within the College, creating a more accessible and inclusive academic environment for the next generation of scholars, innovators, and leaders.** Thank you for being part of the College community.

With appreciation,

Dianne Harris
Dean, College of Arts & Sciences

Box 359505 Seattle, WA 98195-9504 1-877-UWGIFTS give2uw@uw.edu

W UNIVERSITY of WASHINGTON

August 2022

Dear Sam,

In just a few short months, the University of Washington will embark on a new academic year. Campus life continues to return to its regular rhythms after facing so much adversity and we are grateful for loyal friends and alumni like you. **Thanks to your passion and generosity, our Husky community has not only adapted—they have thrived.**

Overcoming challenges is part of UW's signature innovation mindset. Our passion for discovery inspires us to keep reaching for new heights.

As we forge ahead, the Division of Student Life is renewing our commitment to ensure no Husky goes hungry. **In a recent study of UW students, 20% indicated they "sometimes" or "often" ran out of food and did not have enough money to buy more.** We know that being a hungry Husky negatively affects a student's performance, mental and physical health. The recent pandemic made our UW community even more aware of the value of health and basic necessities.

We are excited to continue investing in overall student wellness in many ways, and ask for your support in helping us ensure that all of our students have access to healthy food through our UW Food Pantry and Any Hungry Husky Program.

Thank you for your partnership in creating an environment where no student has to worry about the source of their next health meal.

With appreciation,

Denzil J. Suite
Vice President for Student Life

Box 359505 Seattle, WA 98195-9504 1-877-UWGIFTS give2uw@uw.edu

Donor Reply Form

YES! I want to continue my support of the UW!

1 GIFT DETAILS: AREA OF SUPPORT, AMOUNT & FREQUENCY

	Monthly*	One-time
\$ _____ The University of Washington Fund (UWFUND)	<input type="checkbox"/>	<input type="checkbox"/>
\$ _____ A & S College Fund for Excellence (ASDISC)	<input type="checkbox"/>	<input type="checkbox"/>
\$ _____ Friends of Persian Studies Fun (PERSIA)	<input type="checkbox"/>	<input type="checkbox"/>
\$ _____ Other: _____ <small>(specify school, college, program, department or fund)</small>	<input type="checkbox"/>	<input type="checkbox"/>

*Monthly amounts will be processed once a month until payment is canceled.

2 PAYMENT METHOD

A check payable to the UW Foundation is enclosed. Credit card

I have included the UW in my will or estate plan.

CARD NUMBER _____ EXP. DATE _____ CVV# _____

NAME ON CARD _____ AUTHORIZED SIGNATURE _____

EMAIL _____ PHONE _____ Home Business


W UNIVERSITY of WASHINGTON | FOUNDATION

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Please mark any corrections to your information.

NEW GIVING FEATURE!

Scan the QR code below with your mobile phone camera to access our secure giving site.




2222 main 45667

Please see reverse side for all the ways you can make a gift.

Our reply form includes custom data for each donor that shows up to the last five funds they have supported, appeal coding based on donor segment and a unique url QR code that when scanned soft logs them into our online giving system and displays their personal giving history for easy renewal.

Q1 Retention

W UNIVERSITY of WASHINGTON



Your passion and generosity inspire us, Abram

In just five weeks, the University of Washington embarks on a new academic year. Our passion for discovery inspires us to keep reaching for new heights.

Your continued support empowers the University of Washington to serve our students and communities in new and exciting ways. We are so excited for the new opportunities on the horizon.

Thanks to your passion and generosity, our Husky community continues to adapt and thrive. **You make everything we do possible.**


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W UNIVERSITY of WASHINGTON



You make everything we do possible.

In just a few months, the University of Washington embarks on a new academic year. We are excited for the new year and new opportunities on the horizon. Thanks to you, our Husky Community continues to adapt and thrive.

Supporters of Husky Athletics like you play a pivotal role in helping the UW advance and evolve. Thank you for making everything we do possible.


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W UNIVERSITY of WASHINGTON



Your support helps Huskies thrive, Aaron

The University of Washington embarks on a new academic year in less than a month. **Thanks to donors like you, our Husky communities haven't just adapted in the face of adversity—they are thriving.**

As we forge ahead, the School of Public Health continues to serve our students and communities in new ways. **Your support is what makes everything we do possible. Thank you.**

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Corresponding emails allow us to create a sense of urgency, build on themes and priorities within the letter, and also maintain personalization with the online giving experience.

FY23 Q1 Donor Renewal

Results through 10/4/22			
Channel	Donors	Gifts	Dollars
QR Code	92	102	\$14,015
Mailing	1,564	1,346	\$518,038
Email	202	241	\$42,065
TOTAL	1,858	1,689	\$574,118