



School of Medicine

Fundraising Results

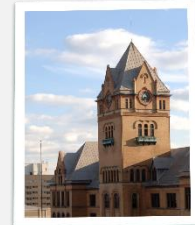
	FY23 results	FY22 Variance	
Cash/Pledges	\$168,717	+ 158.71%	
Number of Donors	229	+ 42.24%	
Number of New Donors	42	+ 68%	
<u>Gift Levels</u>	<u>FY22</u>	<u>FY21</u>	
Gifts under \$250	137	86	
Gifts \$250 to \$999	59	41	
Gifts \$1,000 to \$24,999	16	17	
Gifts \$25,000 or more	3	1	
<u>Matches/Challenges</u>	<u>Progress</u>	<u>Goal/Cap</u>	<u>Fund</u>
BOG Match	\$16,302.50	\$50,000	221226
Drs. Levine Qhealth Match	\$1,500	\$10,000	061293

Project Funds

<u>Top Three Funds</u>	<u>\$ Raised</u>	<u>Donors</u>
221226 Medical Alumni Annual Fund	\$16,302.50	76
221794 C.S. Mott Center	\$11,195	69
221231 SOM Dean's Fund	\$6,286	33

Communication Outcomes

	<u>Pre-email</u> sent 4/6/23	<u>Pre-email</u> sent 3/29/22
Delivery Success %	97.4% (16,708)	98.3% (16,738)
Open Rate	27.8%	31.7%
Click-to-Open Rate	1.97%	1.43%
Unsubs	109	72
# of clicks to Giving Day site	44	
# of click donors	3	
Total click dollars	\$1,350	
	<u>Day-of email</u> sent 4/13/23	<u>Day-of email</u> sent 4/7/22
Delivery Success %	97.3% (16,029)	98.3% (16,581)
Open Rate	35.4%	31.7%
Click-to-Open Rate	1.34%	1.46%
Unsubs	52	58
# of clicks to Giving Day site	42	
# of click donors	20	
Total click dollars	\$6,250	



S/C/U Giving Day Average

\$67,435
Cash/Pledges

114
Donors

14
New Donors

20
Clicks to Giving Day site
from pre-email

20
Clicks to Giving Day site
from day-of email

29.2%
Open rate average for
pre-email

27.5%
Open rate average for
day-of email