

Contact Information

University Advancement Staff

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Dear UB Faculty Staff Campaign Ambassadors,

Thank you for your willingness to assist in this year's UB Faculty Staff Campaign by serving as a campaign ambassador for your department. By raising essential dollars, your leadership will help achieve lasting results for our university. We hope that serving as a campaign ambassador for your department will be rewarding and provide a deeper understanding of how we can impact our university and our students.

UB is more than our employer. It's where we give. Last year almost 1,700 faculty and staff made gifts to the university. This level of support shows that we are passionate about the role UB plays in our lives, both professionally and personally. We look ahead with hopes of increasing our contribution to the university and the participation from our colleagues. This year our goal is 2,000 faculty and staff donors.

Throughout the campaign, you will speak to your co-workers about your reasons for giving. We hope that your stories will inspire others to give to the area of UB that's important to them. Remember, it's participation that counts, and every gift, no matter the size, makes a difference. The continued success of this campaign will not be possible without your efforts.

To assist in your role as an ambassador, we have provided this training handbook as a resource. This handbook provides strategies to encourage participation, answers to general questions and a list of contacts who are available to help make this campaign a success.

By participating in the UB Faculty Staff Campaign, we show our UB pride and send a powerful message to our donors, alumni and friends that we believe in UB's future. Thank you for joining us in making this year's campaign the best yet!

With UB pride,

2022-2023 Campaign Co-Chairs

Kemper Lewis, PhD

Sharon Sanford

UB Faculty Staff Campaign

As faculty and staff members, you improve the UB student experience by sharing your time and talents. Giving to the UB Faculty Staff Campaign is another way to show you believe in the mission of the university, in the work we do and in the students we educate.

Making a gift provides an opportunity for all of us to help enhance the quality of the university's programs through financial contributions. We have the opportunity to direct our gifts to the college, campus, or program of choice through a payment option that works best for us, including payroll deduction. Whatever the reason and whatever the designation, faculty and staff gifts to the University speak volumes about UB as a place for philanthropic investment and show pride in our institution.

Purpose

As UB Faculty Staff Campaign ambassadors, you are the face of the campaign and represent the importance of financially supporting the University at Buffalo to the campus community. Ambassadors are representatives who can serve as the point of contact to answer questions, assist in making a gift, secure gift forms and more. Ambassadors are charged with promoting the campaign by creating awareness of and excitement for the campaign with the support of the Annual Giving Office.

Ambassador Activities

- Become a Loyal Blue by making a gift
- Be a spokesperson on behalf of the campaign by raising awareness (attend unit staff meetings when available)
- Share your personal story of why you give back
- Encourage colleagues to participate
- Recognize and thank colleagues who participate in the campaign
- Be featured in marketing, solicitation and stewardship materials, as appropriate

Time Commitment and Key Activities

- Approximately one to three hours per month
- Attend ambassador focused events
- Attend the ambassador re-group meeting (February)

- Attend pop-in visits to thank donors (throughout the year) and faculty and staff meetings (Faculty and Staff senates, President's Cabinet meeting, etc.) as applicable
- Support UB Giving Day initiatives related to faculty and staff (email colleagues to raise awareness of Giving Day).
- Review list of department or unit faculty and staff, send updated information to Office of Annual Giving (for example: office location changes, title changes, no longer in department or working at UB).
- Provide overall campaign feedback to the Office of Annual Giving.

What the Office of Annual Giving will provide

- Training to ensure your success
- Resources, tools and opportunities to speak with colleagues
- Lists of donors and updates on progress towards goals
- Marketing and mass outreach of the campaign

Campaign Timeline

*Highlight=Ambassador specific activities

October/November Focused marketing begins September 20

Direct mail solicitation to homes; signed by President Tripathi

UB Now article announcing the kick-off of the campaign

Additional marketing

- Infographic

Ambassadors to follow-up in school/units to encourage participation (reach out to Department Chairs/Assistants to set-up unit staff meetings; Office of Annual Giving will help make the connection, if needed)

Provide bi-weekly update to each committee rep for their school/unit-including a “best practice”/training tip

November 15- Update email to all faculty and staff (One World Café included)

December

December 1- Giving Tuesday email

Provide bi-weekly update to each committee rep for their school/unit-including a “best practice”/training tip

February

Ambassadors to follow-up in school/units to encourage participation (reach out to Department Chairs/Assistants to set-up unit staff meetings; Office of Annual Giving will help make the connection)

February- Ambassador regroup (date, time and location TBD)

Provide bi-weekly update to each committee rep for their school/unit-including a “best practice”/training tip

Loyal Blues Day (Date: TBD)

March

March 11- Update email to all faculty and staff

Ambassadors to follow-up in school/units to encourage participation (reach out to Department Chairs/Assistants to set-up unit staff meetings; Office of Annual Giving will help make the connection)

Provide bi-weekly updates to each committee rep for their school/unit-including a "best practice"/training tip

April

Giving Day

Provide bi-weekly update to each committee rep for their school/unit-including a "best practice"/training tip

UB Faculty Staff Campaign Talking Points and FAQ's

What is the UB Faculty Staff Campaign?

The UB Faculty Staff Campaign is our annual campaign for all members of the campus community. The UB Faculty Staff Campaign is our chance to support the area of the university we care about most.

How are faculty/staff gifts used?

There are many different accounts where faculty and staff have supported in the past. From the Center for the Arts, to athletics to your own department, you can give to whenever you feel most connected to UB!

Why is faculty and staff giving important?

As UB faculty and staff members, we're aware of the need for additional investments in our programs, people and infrastructure. We also know that additional investments pay significant dividends in terms of the student experience, the well-being of our university and our future. By participating, we demonstrate our pride and dedication to the university. We also send a powerful message to those outside the university that we are committed to UB.

UB gets money from the State of New York. Why do we need private gifts?

As with universities across the nation, state appropriations that support higher education have been reduced. In fact, New York State appropriations provided less than 22 percent of our total university budget. Private gifts help make up the difference. Participation from faculty and staff by making a personal commitment is especially important.

I can only give a modest amount. How can that possibly make a difference?

Our goal is participation—that means every gift is important! The UB Faculty Staff Campaign shows the power of collective giving. Each of our gifts adds up to an incredible amount. But most importantly, faculty and staff donations demonstrate to other alumni and friends that we share their commitment to improving UB.

How is my gift going to benefit UB, my colleagues and me?

As a staff or faculty member, you are a valued part of the UB community—and when the university benefits, the community benefits. Many of our faculty and staff members are also alumni, parents of UB students, members of the local community, or students themselves, all of whom stand to benefit alongside UB. By creating opportunities for flexibility and innovation not provided by other traditional funding, philanthropy allows UB to bridge gaps in scholarship and student-experience funding, provides seed funding for innovative research, and improves operations. As a result, UB continues to be an exceptionally attractive place to work and to teach—and when we continue to attract the best faculty and staff collaborators, we all benefit.

I give to the United Way/SEFA Campaign, how is the UB Faculty Staff Campaign different?

The funds raised for the SEFA campaign, although important to our community, do not contribute directly to the university (unless designated to 1 of the 4 UB programs involved). We are glad that you support SEFA, but through the UB Faculty Staff Campaign, we are asking you to directly support our students and our university. Gifts made during the United Way SEFA campaign are not included in the UB Faculty Staff Campaign totals.

May I designate my gifts to a particular area of the university?

Faculty and staff may designate their gift to the areas(s) they are most passionate about at UB.

Is my gift confidential?

All information about UB donors is handled with respect and confidentiality to the extent provided by the law.

What are my giving options?

You may give cash or by check, credit card or payroll deduction. If you give by payroll deduction, the minimum is \$1 per paycheck, and payments will begin within two pay cycles from when you submit your request. If you would like to learn more about other ways to give, such as making a gift through your will, retirement account, or with assets other than cash, please call 716-881-7484.

If I signed up for payroll deduction last year, will it automatically renew?

It depends. Please call Kristin Manhardt at 829-2017 to determine if you provided an end-date to your payroll deduction pledge.

What if I have already made my gift this year? Will it count toward the Faculty and Staff Campaign?

Yes, and we thank you very much for your contribution to UB!

How can I ensure my annual gift has a lasting impact?

By endowing your annual gift through your will or TIAA account, your gift to UB can continue after your lifetime. Please call 716-881-7484 to learn more.

Suggested Talking Points for Department Meetings

The office of Annual Giving will help facilitate your participation in departmental meetings, if needed. Below is a sample script for these meetings. Use top tips for ambassadors on page 10 as an additional resource.

- Thank you for allowing me a few minutes to speak about the UB Faculty Staff Campaign.
- The UB Faculty Staff Campaign is our annual campaign for all members of the campus community.
- It is our chance to support the area of the university that we care about most.
- There are many different accounts where faculty and staff have supported in the past. From the Center for the Arts, to athletics to our own department, you can give to whenever you feel most connected to UB!
- **[Personal testimonial on where and why you financially support UB]**
- As UB faculty and staff members, we're all aware of the need for additional for our programs, people and infrastructure.
- We also know that additional investments pay significant dividends in terms of the student experience, the well-being of our university and our future.
- By participating, we demonstrate our pride and dedication to the university. We also send a powerful message to those outside the university that we are committed to UB.
- Our goal is participation—that means every gift is important. The UB Faculty Staff Campaign shows the power of collective giving. Each of our gifts adds up to an incredible amount.
- This year our goal is 2,000 faculty and staff donors
- Thank you again for your time and support.

Top Tips for UB Faculty Staff Campaign Ambassadors

1. Be enthusiastic and positive about the campaign!
2. Acknowledge your colleagues who make a gift to the campaign with a personal “thank you.”
3. Tell donors that high rates of faculty and staff involvement show others we are dedicated to our mission and that we have a culture of philanthropy at UB. When faculty and staff give to UB, a strong message is sent to alumni, friends, corporations and foundations that UB employees believe in the UB mission and understand the need for support. When we give, we set an example that others will follow.
4. Encourage donors to give to the fund of their choice. Remind donors that their donations directly benefit the students, faculty and programs that are at the center of our mission.
5. Encourage your co-workers to give at a level that is comfortable for them. Gifts on credit card or by payroll deduction may be split into smaller payments. Any gift amount will count for participation in the campaign. Gifts of all sizes add up and make a big impact for UB students.

Sample Emails to Colleagues

These are suggestions, feel free to personalize or customize to your liking and style.

Send out to unit/department listserves

Hi [INSERT RECIPIENT NAME],

Did you know that we're in the midst of UB's annual Faculty Staff Campaign? During the next few weeks, we're asking faculty and staff to consider the importance of philanthropy and to give to UB.

It's not the size of the gift, but the number of donors who give that means the most. Last year, almost 1,700 faculty and staff made gifts to the university. This year our goal is 2000 faculty and staff donors.

The best part? We have the opportunity to direct our gifts to the school, campus, or program of choice through a payment option that works best for us, including payroll deduction.

Personally, I give to [INSERT SCHOOL/UNIT/DESIGNATION] because [INSERT PERSONAL STORY].

Whatever the reason and whatever the designation, faculty and staff gifts to the university speak volumes about UB as a place for philanthropic investment and show pride in our institution.

To learn more or to make a gift now, [please visit our website](#).

By participating in the UB Faculty Staff Campaign, we show our UB pride and send a powerful message to our donors, alumni and friends that we believe in UB's future. Thank you for joining us in making this year's campaign the best yet!

Sincerely,

[SENDER NAME]

Send out to unit/department listserves

Hi **[INSERT RECIPIENT NAME]**,

Have you seen posters around campus about the annual UB Faculty Staff Campaign? We're happy to say that XX faculty and staff members have made gifts totaling \$XX as part of our UB Faculty and Staff Campaign so far this year!

We still have a way to go to reach our goal of 2,000 donors.

Have you given to the UB Faculty Staff campaign? It's not too late!

To make a gift now, [please visit our website.](#)

Thank you for joining us in making this year's campaign great!

Sincerely,

[SENDER NAME]

Send out to unit/department listserves

Hi **[INSERT RECIPIENT NAME]**,

Have you heard the news? We're happy to say that XX faculty and staff members have made gifts totaling \$XX as part of our UB Faculty and Staff Campaign!

[INSERT PERSONAL STORY ON WHY YOU FINANCIALLY SUPPORT UB]

It's not too late for you to make your gift! To make a gift now, [please visit our website.](#)

Thank you for joining us in making this year's campaign great!

Sincerely,

[SENDER NAME]

Send out to unit/department listserves

Hi **[INSERT RECIPIENT NAME]**,

As the first half of our campaign comes to a close, we're happy to say that XX faculty and staff members have made gifts totaling \$XX as part of our UB Faculty and Staff Campaign!

It's not too late for you to make your gift! To make a gift now, [please visit our website.](#)

Thank you for joining us in making this year's campaign great!

Sincerely,

[SENDER NAME]

Posting on Social Media

As ambassadors, we would like you to post on one or more of your personal social media channels (Facebook, Twitter, Instagram, etc.) as often as possible. We'd like for you to share your own UB experiences and why financially support UB.

- **Step #1: Decide which topic you'd like to post about. Below are suggestions:**
 - Why do you support UB? (a personal testimonial)
 - What area of the university do you support and why?
 - How has working for UB inspired you to financially support UB?
- **Step #2: Select a photo to go with your post**
 - Take a picture of yourself, your university department, your family or even your pet wearing or holding UB branded gear to show your UB pride!
- **Step #3: Post on one or more of your personal social media channels**
 - Select your preferred social media channel(s): Facebook, Twitter, Instagram
 - Post your chosen topic from step 1 with your photo from step 2
 - **Include the following information at the end of each of your social media posts:**
 - I am #BoldlyBuffalo. Are you? Learn more: <http://bit.ly/2MgLbtN>
 - #UBuffalo #Good2BeBlue
 - If you are also a UB alum, please feel free to also:
 - Include #UBAlumni in your post
 - Tag @buffaloalumni on Facebook in your post
 - Tag @ubalumni on Twitter in your post