

FY23 Holiday Campaign



Strategy

- > Build on Giving Tuesday outreach to introduce CYE opportunities to give across campus for acquisition segments
- > Continue to highlight the UW Fund in addition to past areas of giving for retention segments
- > Include 2nd Ask for current fiscal year donors
- > Utilize text as engagement tool to warm all segments with new holiday mobile wallpaper
- > Feature student holiday stories via ThankView as part of solicitation outreach



Holiday Campaign – Donor Retention

December 2022

Theme:

Wishing you a warm and fuzzy holiday season

Renewal Audience (47K):

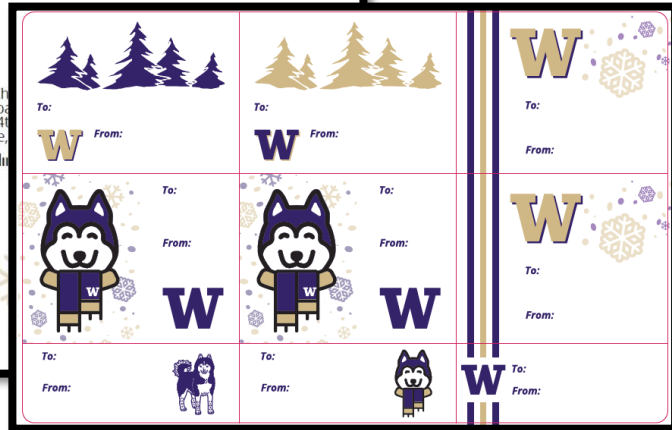
Current fiscal year donors (2nd Ask) and AP Donors up for renewal that have not yet made a gift in FY23 (up to four years lapsed)

Acquisition Audience (105K)

GOLD and Recent Alumni Non-Donors and select Former Donors with strong engagement and at least 5 years of giving history.

***Feature UW Fund as first gift allocation*

Holiday Card



YOUR PASSION. OUR PURPOSE.
THANK YOU, HUSKY FAMILY!

1,500+
students received scholarships, fellowships or
other direct philanthropic support.

\$105M
distributed directly to students.

Based on enrollment in autumn 2021, this means
1 in 4
students have benefited from your philanthropy.

WISHING YOU
a warm and fuzzy holiday season

YES! I WOULD LIKE TO GIVE THE GIFT OF EDUCATION.

W UNIVERSITY of WASHINGTON | FOUNDATION

CHOOSE YOUR AREA OF SUPPORT:
 The University of Washington Fund (UW Fund)
 Nutritional Sciences Undergraduate (NSU)
 Other: _____
(specify school, college, program, department or fund)

0000000038 | 23HCC
Ms. Jo Anne Moehring
10419 NE 32nd Place Apt E204
Bellevue, WA 98004-1989

111
main 2

METHOD OF PAYMENT:
 A check payable to the UW Foundation is enclosed.
 Please charge my credit card.

NEW GIVING FEATURE!
Scan the QR code below with your mobile phone camera to access our secure giving website.

CARD NUMBER _____
 EXP. DATE _____ CVV# _____
 NAME ON CARD (please print) _____
 AUTHORIZED SIGNATURE _____
 PHONE _____ HOME BUSINESS

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

RENEW YOUR SUPPORT TO THE UW COLLEGES, PROGRAMS OR CAUSES YOU CARE ABOUT BY DEC. 31, 2022

BY MAIL
Postmarked by Dec. 31
Checks only, made payable to:
University of Washington Foundation
Box 359505
Seattle, WA 98195-9505

BY PHONE
Call before noon on Dec. 30
Office closed Dec. 31
Toll-free: 877-UW-GIFTS

ONLINE
Submit by midnight, Dec. 31
uw.edu/giving/renew
or
myuwgiving.gifts.washington.edu

QUESTIONS
give2uw@uw.edu
877-UW-GIFTS

Due to end-of-year giving volume, check deposit and gift processing time can be delayed. Consider making your gift online to avoid a slower than usual processing time.

Your gift is tax-deductible as specified in IRS regulations. Pursuant to RCW 19.09, the University of Washington Foundation is registered as a charitable organization with the secretary of state in Washington state. For information, contact the secretary of state at 800-322-4483.

The holidays are an opportunity to come together with those we care about and celebrate their special place in our lives.


Like the snowflakes that fall on Mount Rainier, no two UW donors are exactly alike. Each of you makes a unique mark on the programs and people you are most passionate about. **You play an important role** in keeping our University moving forward — and for that, we send our heartfelt thanks.

This holiday season, we hope you feel the warmth of being part of the Husky family.

Your dedication helps sustain the UW's impact across Washington and around the world.

Renewal Emails

W UNIVERSITY of WASHINGTON



WISHING YOU A WARM AND FUZZY HOLIDAY SEASON!

Your passion, our purpose. Thank you, Husky family!

The holidays are an opportunity to come together with those we care about and celebrate their special place in our lives. People like you.


No two UW donors are exactly alike. Each of you makes a unique mark on the people and programs you are most passionate about. **Your continued support keeps our University moving forward.**

This holiday season, we hope you feel the warmth of being part of the Husky family. Your dedication helps sustain the UW's impact across Washington and around the world. **Thank you!**

[RENEW MY SUPPORT >](#)

P. S. We may still be processing gifts that were recently posted. If you recently sent your year-end gift to the UW, we thank you for your support!

W UNIVERSITY of WASHINGTON



YOUR IMPACT IS UNIQUE

1 in 4 Students Benefit from Your Philanthropy

Our Husky family prides itself on taking care of one another and coming together when it matters most. **The holiday season is one of those special times that we can all make a difference.** We hope that when you are making your list of people and places that mean the most to you, you'll have your fellow Huskies somewhere near the top.

This holiday season, we're celebrating your unique impact on the College of Engineering and your special place in the Husky family. Your continued support keeps our University moving forward. Thank you!


[RENEW MY SUPPORT >](#)

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Renewal Emails

W UNIVERSITY of WASHINGTON



The community UW donors and alumni have built around philanthropy is really special. This winter, I hope you all stay warm and have a great new year with friends and family!

— *Mini Kang, Class of 2023*

\$105M Distributed Directly to Students Like Mini

No need to check your list twice: making a holiday gift to the College of Engineering is easy! No matter how you choose to direct your year-end gift to the UW, you'll be making a real impact on the people and programs you care about most.

Your generosity allows the University of Washington to distribute more than \$105 million directly to students each year. We're so glad to have you as a member of the Husky family; we couldn't ask for a better example of the holiday season spirit! Thank you for your support.

[RENEW MY SUPPORT](#) >

P. S. We may still be processing gifts that were recently posted. If you recently sent your year-end gift to the UW, we thank you for your support!

W UNIVERSITY of WASHINGTON




There's still time to make a 2022 gift to the College of Engineering!

Is the weather outside frightful, Aamer? You can make an impact on the College of Engineering from the comfort of home — or wherever else you happen to be — by making your year-end gift online. **Renew your support before midnight on December 31 to ensure your gift qualifies as a 2022 contribution for tax purposes.**

Here at the UW, we're snuggling up to Dubs and sending warm, fuzzy vibes your way. Thank you for being a member of our Husky family!

[RENEW MY SUPPORT](#) >

W UNIVERSITY of WASHINGTON



Give before December 31 to ensure a strong start to 2023!

2023 is just over the horizon, Aamer — but there's still time to make a 2022 gift to the University of Washington. Renew your support of the College of Engineering **before midnight on December 31** to ensure that your gift qualifies as a 2022 contribution for tax purposes.

Donors like you made an incredible impact in 2022. **By making a gift today, you can make sure the people and programs you most care about start 2023 strong.** Thank you for your support!

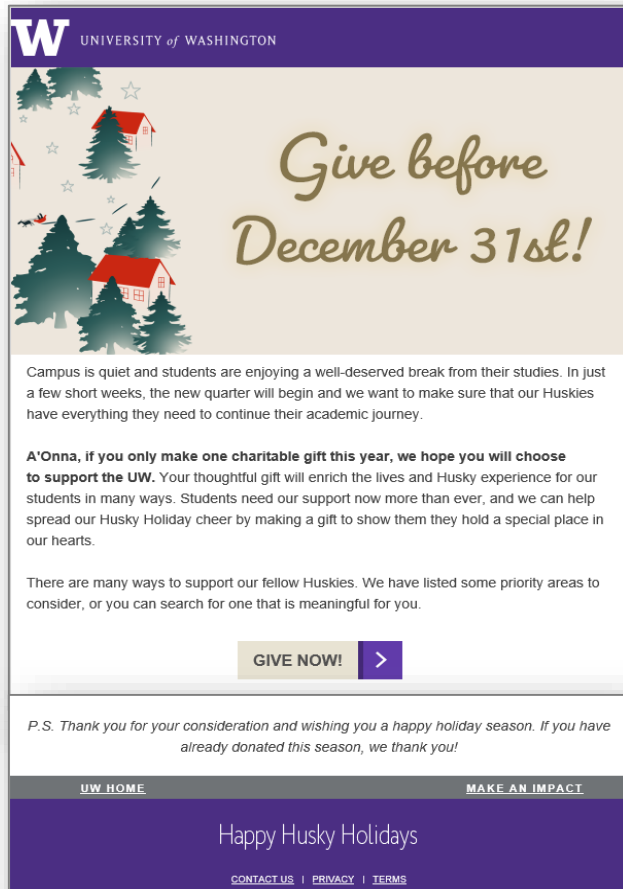
[GIVE NOW](#) >

P.S. We may still be processing some recently posted gifts due to the high volume sent this time of year. If you have already made your year-end gift, thank you for your support!

Happy Husky Holidays



Acquisition Emails



W UNIVERSITY of WASHINGTON

*Give before
December 31st!*

Campus is quiet and students are enjoying a well-deserved break from their studies. In just a few short weeks, the new quarter will begin and we want to make sure that our Huskies have everything they need to continue their academic journey.

A'Onna, if you only make one charitable gift this year, we hope you will choose to support the UW. Your thoughtful gift will enrich the lives and Husky experience for our students in many ways. Students need our support now more than ever, and we can help spread our Husky Holiday cheer by making a gift to show them they hold a special place in our hearts.

There are many ways to support our fellow Huskies. We have listed some priority areas to consider, or you can search for one that is meaningful for you.

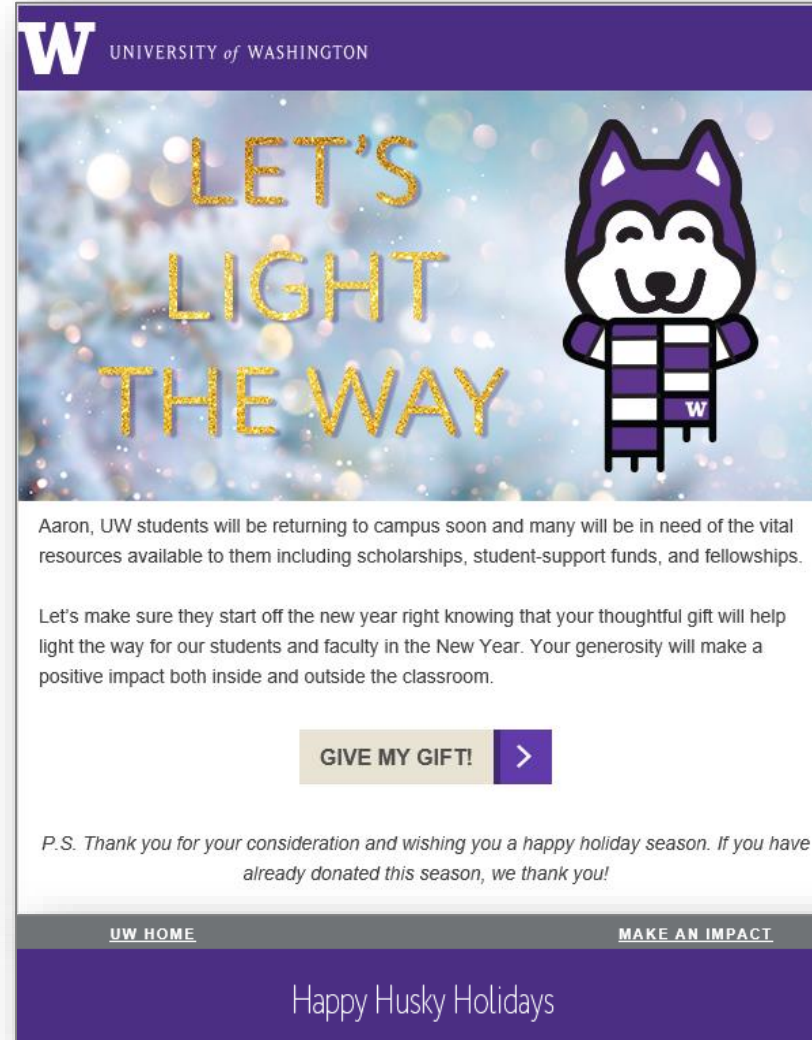
[GIVE NOW!](#) [>](#)

P.S. Thank you for your consideration and wishing you a happy holiday season. If you have already donated this season, we thank you!

[UW HOME](#) [MAKE AN IMPACT](#)


Happy Husky Holidays

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W UNIVERSITY of WASHINGTON

**LET'S
LIGHT
THE WAY**



Aaron, UW students will be returning to campus soon and many will be in need of the vital resources available to them including scholarships, student-support funds, and fellowships.

Let's make sure they start off the new year right knowing that your thoughtful gift will help light the way for our students and faculty in the New Year. Your generosity will make a positive impact both inside and outside the classroom.

[GIVE MY GIFT!](#) [>](#)

P.S. Thank you for your consideration and wishing you a happy holiday season. If you have already donated this season, we thank you!

[UW HOME](#) [MAKE AN IMPACT](#)

Happy Husky Holidays



Holiday Text



Hello Jennifer! Thomas here from the UW wishing you a Warm and Fuzzy Husky Holiday Season! ❄️ Sending you a fresh Husky wallpaper to help you kick off this special time of year!