THE PROJECT

UNC ASHEVILLE ANNUAL GIVING

University of North Carolina Asheville

Loyal Blue SOCIETY

A tactile stewardship and donor-recognition experience created for UNC Asheville's most loyal supporters.



Donor Recognition Designed to Be Felt

A no-ask expression of gratitude designed to make our most loyal donors feel genuinely valued and connected to the UNC Asheville community, while giving them tangible ways to carry their Bulldog pride into everyday life.



730

Loyal Blue Donors Recognized



3+

Consecutive Fiscal Years of Giving



$9.4M

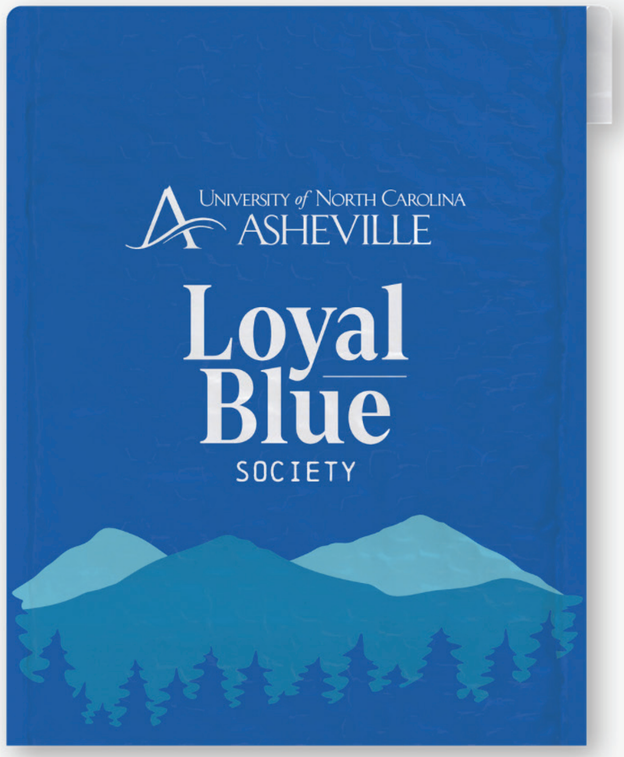
2025 Combined Giving by Loyal Blue Donors

OBJECTIVE
Make UNC Asheville's most consistent donors feel personally seen and deeply appreciated in a digital-first era.

AUDIENCE
Alumni, parents, faculty, staff and friends who gave to any fund for three or more consecutive fiscal years.

APPROACH
Create an opening experience that moves from gratitude to impact to useful keepsakes.

Packed with Gratitude



Front



Back

A custom-branded mailer designed as a meaningful donor experience.

"Packed with love...
a gift for you."

Warm, celebratory language frames the delivery as a gift of gratitude.



UNC ASHEVILLE — Loyal Blue SOCIETY — GO BULLDOGS

June 12, 2026

Dear [INSERT NAME],

Your commitment to UNC Asheville makes a lasting difference.

In celebration of your support for three or more consecutive years, we are honored to recognize you as a member of the Loyal Blue Society!

Your generosity, year after year, strengthens the opportunities, programs, and experiences that make UNC Asheville such a vibrant and transformative campus. Because of you, our students, alumni, lifelong learners, and friends of the University continue to benefit from the vital resources that help our community thrive.

That kind of commitment matters. It reaches beyond a single moment or a single gift. It becomes part of the foundation that sustains our mission and expands the impact UNC Asheville has throughout our region and beyond.

As a token of our gratitude, we have enclosed a Loyal Blue stadium bag, a Loyal Blue microfiber cloth, and UNC Asheville socks. We hope you will enjoy them with pride as reminders of the meaningful role you play in the life of UNC Asheville.

Thank you for believing in Asheville's University and in the people and programs that make it extraordinary. We are grateful to have you as part of Loyal Blue.

Warm regards,

Emily P. Wilson

Megan Bidaisa

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A personal thank-you letter recognizes each donor's commitment to UNC Asheville, honors their years of loyal support and introduces the enclosed gifts.

"That kind of commitment matters."

The letter reinforces a simple message: giving year after year matters.

Personal Thank-You

THE LOYAL BLUE DONOR SOCIETY, ESTABLISHED IN 2024, CELEBRATES THE COMMITMENT OF UNC ASHEVILLE'S MOST DEDICATED SUPPORTERS. YOUR GENEROSITY EMPOWERS STUDENTS, FACULTY, AND STAFF TO REALIZE THEIR FULL POTENTIAL, ELEVATING UNC ASHEVILLE AS ONE OF THE NATION'S TOP PUBLIC LIBERAL ARTS COLLEGES. WE ARE DEEPLY GRATEFUL FOR YOUR UNWAVERING SUPPORT AND PROUD TO RECOGNIZE YOU AS A VALUED LOYAL BLUE DONOR SOCIETY MEMBER.

Donors contributing to any fund for three consecutive fiscal years (July 1 – June 30) are welcomed into the Loyal Blue Donor Society.

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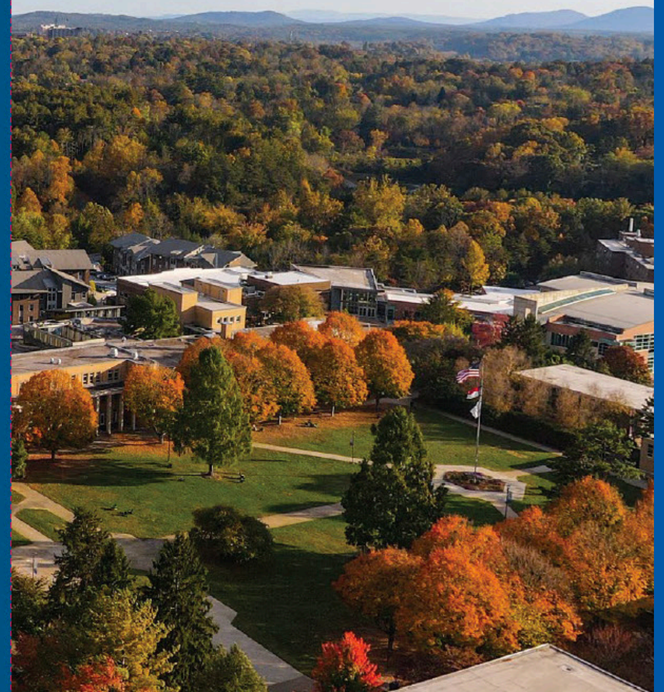
FOR MORE INFORMATION ON THE LOYAL BLUE DONOR SOCIETY, VISIT: GIVING.UNCA.EDU

University of North Carolina Asheville

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UNC Asheville

Loyal Blue SOCIETY



University of North Carolina Asheville

BROCHURE:
EXTERIOR AND
LOYAL BLUE SOCIETY
INTRODUCTION

Pairing Identity with Impact

BRINGING IT ALL TOGETHER

A *glimpse* at Loyal Blue donor impact

LOYAL BLUE DONOR IMPACT • LOYAL BLUE DONOR IMPACT •

MORE THAN

$9.4M

2025 COMBINED GIVING

730

LOYAL BLUE DONORS IN 2025

LOYAL BLUE

Scholarship Support

339 DONORS

$1,684 AVERAGE GIFT

$3,729,568 COMBINED GIVING

79% OF UNC ASHEVILLE STUDENTS RECEIVE FINANCIAL AID.

24% ARE FIRST-GENERATION.



Donor Impact

$9,410,474.29 IN COMBINED 2025 GIVING BY LOYAL BLUE DONORS, INCLUDING BUT NOT LIMITED TO:

- ACADEMICS: $223,712.46
- ATHLETICS: $2,797,498.06
- CAMPUS LIFE: $1,689,655.68
- OLLI: $53,328.47
- SCHOLARSHIPS: $3,729,568.73
- STUDENT WELLBEING: $274,367.06

LOYAL BLUE SUPPORT, IN REAL TIME

With **79%** of UNC Asheville students relying on financial aid, Loyal Blue donors play a vital role in keeping a UNCA education within reach. Sustained giving supports scholarships, affordability initiatives, and resources that help students remain enrolled and move confidently toward graduation.

"As a first-gen college student, the opportunity for me to pursue an education and play DI Tennis has been a dream for my family and me. I've had the privilege to compete for the greatest coaches alongside my best friends, representing a school that has given me so much. Living and training in such a beautiful place surrounded by an inspiring and supportive community has made my college experience truly unforgettable!"

VALERIA CENTENO '26

Excellence in Action

LEARNING, LEADERSHIP AND LIFE BEYOND UNC ASHEVILLE

ACADEMICS:

Loyal Blue donors sustain the heart of UNC Asheville's mission by supporting undergraduate research, community-engaged projects, and experience-based learning across disciplines. From collecting winter storm data with weather balloons to developing lightweight solar panels that can be built directly into greenhouses, investing in UNC Asheville students ensures they graduate with leadership skills, real-world experience and the confidence to contribute meaningfully to their professions and communities.



ATHLETICS & STUDENT-ATHLETE SUCCESS:

In 2025, Loyal Blue donors gave nearly $2.8 million to support Bulldog Athletics, helping strengthen academic resources, wellness, and competitive opportunities for more than 300 student-athletes across 16 Division I sports. Last year, UNC Asheville student-athletes achieved a 3.30 department GPA, with 97 named to the Dean's List and 37 to the Chancellor's List.

OSHER LIFELONG LEARNING INSTITUTE:

The Osher Lifelong Learning Institute at UNC Asheville offers more than 200 special programs annually. The College for Seniors, its largest program, offered more than 321 courses led by 195 volunteer instructors during the 2024-25 academic year.

Supported by Loyal Blue donors, OLLI advances intellectual engagement, civic leadership and meaningful connection across Western North Carolina.

BROCHURE: INTERIOR AND LOYAL BLUE SOCIETY IMPACT

Impact is specific and human. Donors can see their collective influence across scholarships, academics, athletics, campus life, OLLI and student wellbeing.

Pairing Identity with Impact

THE GIFTS

Useful Gifts Extend the Stewardship Moment

LOYAL BLUE STADIUM BAG
A visible connection to campus experiences.

LOYAL BLUE MICROFIBER CLOTH
A practical, portable reminder of belonging.

UNIVERSITY-BRANDED SOCKS
A useful expression of Bulldog pride.

Each item reinforces membership while inviting donors to carry Loyal Blue pride into everyday life and campus experiences.









University of North Carolina Asheville

Loyal Blue SOCIETY

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An Expression of Care

Every element, from the custom-branded mailer and personal thank-you letter to the impact brochure and gifts, creates one cohesive experience designed to bring donors a moment of joy.

The goal is for donors to feel surprised, appreciated and proud of their connection to UNC Asheville.