University of Colorado **Boulder**

Background

The Annual Giving team at the University of Colorado Boulder manages broad-based fundraising for the campus' greatest needs. We are also responsible for representing the voices and fundraising priorities of more than a dozen schools, colleges, and units (SCUs). That dual charge requires a solicitation strategy that can perform at scale while still giving each SCU a distinct, authentic voice.

In fiscal year 2023, we tested a customizable template with a general solicitation message and blank fields for variable SCU content. The nearly 3 percent response rate was promising, but it also showed the limits of a single-template approach and raised a bigger question: how could we better represent the SCU voice at scale?

Last year, we launched a redesigned SCU mailing with two templates, bold graphics, and open space for SCUs to tell their own stories and highlight donor impact. The result was a scalable model that preserved campus consistency and elevated unit-specific storytelling. It generated a donor response rate 21 percent higher than the average for SCU solicitations, and a 44 percent increase in the average gift value.

The examples that follow show how this approach works in practice: one centralized annual giving program, adapted to distinctly represent multiple schools, colleges, and units in a single mailing.

Content

Pg. 1 – Background

Pg. 2 – Old template

Pg. 3 – New template A

Pg. 4 – New template B

Pg. 5 – Example: School of Education

Pg. 6 – Example: College of Engineering and Applied Science

Pg. 7 – Example: Leeds School of Business

Pg. 8 – Example: College of Arts and Sciences

OLD TEMPLATE

University of Colorado Boulder

Dear [*First Name*],

You can shape the future of the University of Colorado Boulder.

As a dedicated supporter, you've helped CU Boulder become a place where innovation, opportunity, and discovery thrive. Your generosity has empowered students from all walks of life, fueled cutting-edge research, and strengthened our academic community.

With the new school year now in full swing, exciting challenges and opportunities are on the horizon. **By renewing your support for *[School/College/Unit]*, you can help us continue this momentum.**

Whether it's opening doors for students to explore their passions, funding groundbreaking research, or supporting initiatives that benefit both CU Boulder and the broader community, your impact is felt every day.

Thank you for all you've made possible. Together, we can continue to shape the future of CU Boulder. **Make a gift today.**

Old Template

YOUR SUPPORT IN ACTION

Here are highlights from [School/College/Unit] that your giving has made possible:

- [*Highlight 1*]
- [*Highlight 2*]
- [*Highlight 3*]

University of Colorado Boulder

[*Donor ID*]

[*Donor Name*]

Thank you for supporting:

❑ [*Fund Name and Code*]

❑ Other(please specify)_____
If no selection is made, your gift will be directed to the first fund listed.

I would like to give

❑ A **one–time gift** of
❑ $250 ❑ $200 ❑ $150
❑ Other $_____

OR

❑ An **ongoing gift** of $_____ charged ❑ **monthly** or ❑ **quarterly** to the credit card provided here

❑ A **check** is enclosed (payable to the **University of Colorado Foundation**) *or*

❑ I authorize the University of Colorado Foundation to charge my **credit card** in the amount of $ _____

Payment information on reverse

[*Appeal Code*]

NEW TEMPLATE A

University of Colorado **Boulder**

PRIORITY FUNDS:

Name of fund
Description

Name of fund
Description

Name of fund
Description

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Bis apicid ut acepudi onsecae pre non conse pellectet alitatecus mo berupis sitati autem qui nobisimus.

Lorem ipsum,

Aximus Impero
Volor sed quid offictas

Template A

- *Lorem ipsum bis apicid ut acepudi onsecae pre non conse pellectet alitatecus mo berupis sitati autem qui nobisimus. Lorem ipsum bis apicid ut acepudi onsecae pre non conse pellectet alitatecus mo berupis sitati autem qui nobisimus.*
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- *Lorem ipsum bis apicid ut acepudi onsecae pre non conse pellectet alitatecus mo berupis sitati autem qui nobisimus. Lorem ipsum bis apicid ut acepudi onsecae pre non conse pellectet alitatecus mo berupis sitati autem qui nobisimus.*

>>Donor ID>>

University of Colorado **Boulder**

<<Joint Informal Name>>

Thank you for supporting:

❑ *<<Name of fund>> (<<fund code>>)*

❑ Other (please specify):

_____

If no other selection is made, your gift will be directed to the first fund listed.

I would like to give

❑ A **one-time** gift of
❑ *$500* ❑ *$250* ❑ *$100*
❑ Other $_____

OR

❑ An **ongoing gift** of $_____
charged ❑ **monthly** or ❑ **quarterly**
to the credit card provided here

❑ A **check** is enclosed (payable to the University of Colorado Foundation) *or*

❑ I authorize the University of Colorado Foundation to charge my **credit card** in the amount of $_____

Payment information on reverse

>>Appeal Code>>

NEW TEMPLATE B

University of Colorado **Boulder**

At qui is dus aceaque perum fugit et andis maximos autesciis reperro occuscidit offictecum quisinc iment, aspiet ex earibus arit, cullum aut volupta volut velitem et exceris suntotaquis est, nus exped quis experro reriti occum quiditionem re numquis etus aceprovidit ipsa nam.

Cumque issi dolorest, omniam, ipsandam et fugiae. Ut et omnis as consecum que sitionsenda des volut aut qui aut officae verchilis min nos nonsequi sam nate net molor asi od maximusa exerferum necab iunt dolo delluptam volupta tiusdae.

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Bis apicid ut acepudi onsecae pre non conse pellectet alitatecus mo berupis sitati autem qui nobisimus.

Lorem ipsum,

Aximus Impero
Volor sed quid offictas

Template B

YOUR SUPPORT IN ACTION

- *Lorem ipsum bis apicid ut acepudi onsecae pre non conse pellectet alitatecus mo berupis sitati autem qui nobisimus. Lorem ipsum bis apicid ut acepudi onsecae pre non conse pellectet alitatecus mo berupis sitati autem qui nobisimus.*
- *Lorem ipsum bis apicid ut acepudi onsecae pre non conse pellectet alitatecus mo berupis sitati autem qui nobisimus. Lorem ipsum bis apicid ut acepudi onsecae pre non conse pellectet alitatecus mo berupis sitati autem qui nobisimus.*
- *Lorem ipsum bis apicid ut acepudi onsecae pre non conse pellectet alitatecus mo berupis sitati autem qui nobisimus. Lorem ipsum bis apicid ut acepudi onsecae pre non conse pellectet alitatecus mo berupis sitati autem qui nobisimus.*

>>Donor ID>>

University of Colorado **Boulder**

<<Joint Informal Name>>

Thank you for supporting:

❑ *<<Name of fund>> (<<fund code>>)*

❑ Other (please specify):

_____

If no other selection is made, your gift will be directed to the first fund listed.

I would like to give

❑ A **one-time** gift of
❑ *$500* ❑ *$250* ❑ *$100*
❑ Other $_____

OR

❑ An **ongoing gift** of $_____
charged ❑ **monthly** or ❑ **quarterly**
to the credit card provided here

❑ A **check** is enclosed (payable to the University of Colorado Foundation) *or*

❑ I authorize the University of Colorado Foundation to charge my **credit card** in the amount of $_____

Payment information on reverse

>>Appeal Code>>

EXAMPLE

School of Education
UNIVERSITY OF COLORADO **BOULDER**

Dear [*First Name*],

As I begin my first year as dean of the CU Boulder School of Education, I feel the deep honor of returning home as an alumna and the great responsibility of guiding our community into its next chapter. What excites me most is the chance to build on our strong foundation while also responding boldly to the needs of students, educators and communities today.

Your generosity has already been part of that story. Support from friends like you has lifted up students through scholarships, strengthened the work of our faculty and provided resources when unforeseen obstacles threatened to stand in the way of success. As we look ahead, I invite you to continue walking with us — helping to ensure that every student has the opportunity to learn, grow, and thrive.

Flexible support is especially powerful. It allows us to move quickly when students encounter unexpected challenges, to advance innovative teaching and research, and to expand access for learners from every background. Together, we can keep the School of Education at the forefront of equity, innovation and community impact.

I warmly invite you to renew your support through a gift to the School of Education today. Your generosity will help us meet evolving opportunities and remove barriers so that students, faculty and the entire education community can flourish.

With gratitude,

Amanda Haertling Thein, PhD
Dean, CU Boulder School of Education

YOUR SUPPORT IN ACTION

- **Flexible, high-impact support:** Your gifts to the **Dean's Annual Fund** provide leadership with the ability to respond to evolving priorities — from innovative programs and outreach efforts to new opportunities that arise throughout the year.
- **Inclusive opportunities:** Supporting the **School of Education Scholarship Fund** helps open doors at every level — undergraduate, Master's, and Doctoral — ensuring students from all backgrounds can pursue their dreams at CU Boulder.
- **Student and faculty success:** Your **generosity** nurtures the next generation of teachers and scholars while advancing academic achievement, research and community partnerships.

0002109733

School of Education
UNIVERSITY OF COLORADO **BOULDER**

[*Donor Name*]

Thank you for supporting:

- ❑ School of Education Dean's Annual Fund (D-0025364)
- ❑ School of Education Scholarship Fund (D-0023433)
- ❑ INVST Community Studies Academic Year Fund (D-0020265)
- ❑ Other (please specify): _____

If no other selection is made, your gift will be directed to the first fund listed.

I would like to give

❑A **one-time** gift of
❑ $250 ❑$200 ❑$150
❑Other $_____

OR

❑An **ongoing gift** of $_____
charged ❑**monthly** or ❑**quarterly**
to the credit card provided here

❑A **check** is enclosed (payable to the University of Colorado Foundation) *or*

❑I authorize the University of Colorado Foundation to charge my **credit card** in the amount of $_____

Payment information on reverse

A17415

EXAMPLE

Engineering & Applied Science
UNIVERSITY OF COLORADO **BOULDER**

PRIORITY FUNDS:

Dean's Fund for Excellence (D-0025508)

Donors of $1,000+ are recognized as members of the Dean's Club.

Lattice Scholarship Fund (D-0042502)

In addition to financial support, the program includes individualized scholarship advising and mentoring to support students in developing skills and connections to thrive in their engineering studies and beyond.

Dear [*First Name*],

Because of donors like you, CU Engineering students and faculty push the boundaries of discovery every day. Your past generosity has opened doors for talented students, fueled cutting-edge research, and strengthened programs that benefit our campus and the world.

As a new academic year unfolds, I invite you to renew your commitment and help ensure that future innovators continue to thrive.

Two priorities where your support matters most:

- **Dean's Fund for Excellence** – Resources for strategic initiatives such as hands-on learning projects and spaces, faculty support, research infrastructure, and other high-impact priorities aligned with college and campus goals.
- **Lattice Scholarship Fund** – Multi-year scholarships that offer debt-free education for first-generation, Pell eligible engineering students who are Colorado residents, creating access for all students to a world-class CU Boulder education.

Your gift – directed to one of these priorities or the area you care about most – keeps opportunity within reach and accelerates innovation.

Thank you for all you've made possible. Please consider renewing your annual gift today.

With appreciation,

Keith Molenaar
Dean, College of Engineering and Applied Science
University of Colorado Boulder

- CU Engineering ranks #11 among public graduate engineering schools and #15 among public undergraduate programs in *U.S. News & World Report*. Six of our degree programs are also in the top 20 nationally among public institutions, including two in the top 10. These rankings reflect more than strong academics – they showcase the real-world impact our graduates make as entrepreneurs, researchers, and industry leaders.
- The Innovation and Entrepreneurship ecosystem at CU Boulder is thriving – and the College of Engineering and Applied Science is right at its heart. In the past year alone, 35 new companies launched, placing CU second only to Stanford for startup creation over the last decade. Congratulations to our alumni who continue to turn bold ideas into real-world success far beyond campus.
- At the College of Engineering and Applied Science, sustainability is woven into the fabric of discovery and design. From low-carbon materials to clean-water innovation and climate-adaptive transportation, faculty and students are engineering solutions for a more sustainable future. Their collaborative work is reimagining how we power our communities, conserve resources, and build infrastructure that endures for generations.

0001230241

Engineering & Applied Science
UNIVERSITY OF COLORADO **BOULDER**

[*Donor Name*]

Thank you for supporting:

- ❑ College of Engineering and Applied Science Dean's Fund for Excellence (D-0025508)
- ❑ Lattice Scholarship Fund for First Generation Engineering Students (D-0042502)
- ❑ Other (please specify):

_____

If no other selection is made, your gift will be directed to the first fund listed.

I would like to give

❑ A **one-time** gift of
❑ $525 ❑ $450 ❑ $375
❑ Other $_____

OR

❑ An **ongoing gift** of $_____
charged ❑**monthly** or ❑**quarterly**
to the credit card provided here

❑ A **check** is enclosed (payable to the University of Colorado Foundation) *or*

❑ I authorize the University of Colorado Foundation to charge my **credit card** in the amount of $_____

Payment information on reverse

A17415

EXAMPLE

Leeds School of Business
UNIVERSITY OF COLORADO **BOULDER**

Dear [*First Name*],

At the Leeds School of Business, preparing future leaders demands more than academic excellence. It requires an environment where students and faculty can thrive and sustain their wellbeing. Funding from the **Leeds Excellence Fund** makes this possible.

This flexible resource empowers Leeds to address immediate needs and seize new opportunities that directly support business education. Investments support everything from mental-health and belonging initiatives to faculty development, research support, and tools that keep teaching vibrant. Whether empowering students, fueling faculty innovation, investing in technology, or launching timely programs, your generosity provides the adaptability that keeps Leeds at the forefront of teaching and discovery.

Through initiatives such as the Leeds Career Development Office, Faculty Scholars, and First-Year Global Experiences (FGX), the Leeds Excellence Fund connects students, faculty, and alumni in ways that foster belonging, resilience, and values-driven leadership.

By contributing to the Leeds Excellence Fund, you play a vital role in shaping the next generation of business leaders and innovators. Together, we can ensure Leeds remains a place of extraordinary excellence and wellbeing.

Your gift, at any level, goes to work immediately; helping our community thrive this year.

With gratitude,

Vijay Khatri
Tandean Rustandy Endowed Dean

YOUR SUPPORT IN ACTION

- **$50** helps underwrite a Leeds Women's Empowerment networking event, building confidence, networks, and belonging.
- **$750** provides a Career Trek scholarship, reducing financial stress so more students have access to high-impact experiences.
- **$1,000** provides a scholarship for an incoming student who completed the Summer Bridge program.
- **$6,000** supports a Faculty Scholar for one year, advancing mentoring, research, and classroom excellence.
- **$100,000** establishes a named, permanently endowed scholarship to recruit the best and the brightest students to Leeds.

0001218009

Leeds School of Business
UNIVERSITY OF COLORADO **BOULDER**

[*Donor Name*]

Thank you for supporting:

- ❑ Leeds School of Business Fund for Excellence (D-0024314)
- ❑ Richard M. Burridge Center Experiences Fund (D-0030384)
- ❑ Other (please specify): _____

If no other selection is made, your gift will be directed to the first fund listed.

I would like to give

- ❑ A **one-time** gift of
  - ❑ $1,725 ❑ $1,500 ❑ $1,250
  - ❑ Other $_____

OR

- ❑ An **ongoing gift** of $ _____ charged ❑ **monthly** or ❑ **quarterly** to the credit card provided here

- ❑ A **check** is enclosed (payable to the University of Colorado Foundation) *or*
- ❑ I authorize the University of Colorado Foundation to charge my credit card in the amount of $_____

Payment information on reverse

A17415

EXAMPLE

College of Arts and Sciences
UNIVERSITY OF COLORADO **BOULDER**

PRIORITY FUNDS:

College of Arts & Sciences Scholarship Fund: To provide support for scholarships in the College of Arts and Sciences.

College of Arts & Sciences Office for Access & Community Engagement (ACE): To provide support to programs and initiatives in the College that explore both the shared and unique experiences, histories and heritages of our community within the College of Arts and Sciences.

Fiske Planetarium 50th Anniversary & Beyond Fund: To provide discretionary support for the Fiske Planetarium at the University of Colorado Boulder.

Dear [*First Name*],

I'm Interim Dean Daryl Maeda of the College of Arts & Sciences at CU Boulder. It's an honor to share with you a few of the ways your support makes a lasting difference.

As a cultural historian, I study the broad forces that shape lives and, at times, change the course of history. Here at CU Boulder, we don't just teach history—we help make it. And we can't do this work without you.

Your generosity allows students to explore their interests widely, building integrated learning that equips our students to think critically, connect ideas across disciplines, and meet the challenges of tomorrow.

Today, I invite you to consider renewing your support through one of these important funds:

1. **College of Arts & Sciences Scholarship Fund** Each year, we award more than 500 scholarships and fellowships, helping students of every background—from Classics majors to PhD candidates—pursue their academic and personal goals. Your gift opens doors for talented students who otherwise might not have the chance to thrive at CU.
2. **College of Arts & Sciences Office for Access & Community Engagement (ACE):** ACE creates a campus environment that empowers students, faculty, and staff of all identities and backgrounds. Your support strengthens our commitment to diversity, equity, and inclusion across the college.
3. **Fiske Planetarium 50th Anniversary & Beyond Fund:** Help us raise $10,000+ during this milestone year to ensure inspiring programming for CU students, outreach to K–12 learners across Colorado, and investments in facilities that will carry Fiske into the next 50 years.

Your gift—no matter the size—strengthens both our university and our broader community. Together, we shape today's students into tomorrow's leader.

I hope you will consider renewing your support this year. Thank you for being a vital part of our work.

With gratitude,

Daryl J. Maeda
Interim Dean, College of Arts & Sciences
University of Colorado Boulder

- **Deep & Broad Academic Offerings:** the college offers **over 40 undergraduate majors, 20+ undergraduate certificates,** and many pre-professional tracks across **34 departments,** covering everything from the natural sciences to humanities and social sciences.
- **Research & Faculty Excellence:** the faculty include **Nobel Laureates**, MacArthur "genius grant" winners and National Medal of Science awardees.
- **Flexible, Enriching Student Experience:** students can write honors theses, participate in enriched courses and do interdisciplinary work. Opportunities outside of lectures include research centers, certificates, minors, and more, giving students a chance to customize their learning.

0000418186

College of Arts and Sciences
UNIVERSITY OF COLORADO **BOULDER**

[*Donor Name*]

Thank you for supporting:

- ❑ College of Arts and Sciences Scholarship Fund (D-0029244)
- ❑ College of Arts & Sciences Access and Community Engagement Fund (D-0036484)
- ❑ Fiske Planetarium 50th Anniversary & Beyond Fund (D-0060837)
- ❑ Other (please specify): _____

If no other selection is made, your gift will be directed to the first fund listed.

I would like to give

❑ A **one-time** gift of
❑ $250 ❑ $200 ❑ $150
❑ Other $_____

OR

❑ An **ongoing gift** of $_____
charged ❑**monthly** or ❑**quarterly**
to the credit card provided here

❑ A **check** is enclosed (payable to the University of Colorado Foundation) *or*

❑ I authorize the University of Colorado Foundation to charge my **credit card** in the amount of $_____

Payment information on reverse

A17415