



WAYNE STATE  
UNIVERSITY

# GIVING DAY



4.8.21

# GIVE GREEN

*Be Gold*

Giving Day Thank You Guide

# GIVING DAY

## THANK YOU GUIDE



### ABOUT

The purpose of this guide is to provide useful examples to enhance the donor experience on Giving Day. In addition to the planned communications from the Donor Relations team which are detailed below, we hope you utilize this guide to create additional touch points for your donors leading up to and through Giving Day. This guide includes sample emails, letters, and suggested copy for thank you calls.

### PLANNED DONOR RELATIONS COMMUNICATIONS

The Donor Relations team has planned a series of communications to acknowledge and engage donors throughout Giving Day.

#### Day of communications include:

- All donors who make a gift of any size on Giving Day will receive a thank you call from a unit representative and a gift confirmation email with an acknowledgement and receipt.
- All donors who make a gift of \$499 or below will receive an email with a general ThankView video.
- All donors who make a gift of \$500 or above will receive an email with a unit specific ThankView video.
- All donors who make a gift of \$10,000 or above will receive a custom hard-copy letter from Susan Burns.
- All donors who make a gift of \$50,000 or above will receive a custom hard-copy letter from the President.

## Post Giving Day communications include:

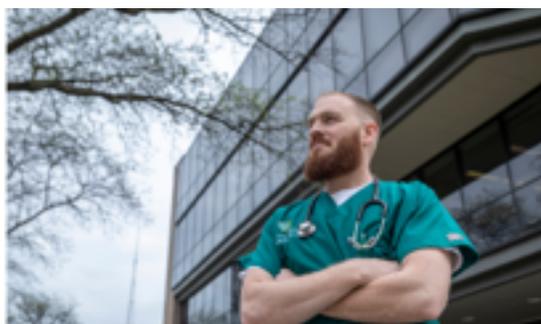
All donors who make a gift of any size for Giving Day will receive a thank you email approximately 2-4 days after the event with an update on totals and another note of appreciation.

## UNIT SPECIFIC ACKNOWLEDGEMENT COMMUNICATION SAMPLES

Included below are specific examples that the College of Nursing utilized to supplement the stewardship of their donors throughout Giving Day 2020.

### EMAIL SAMPLES

#### Thank You Email from Terrel White, Individual Giving Officer *(Sent on Giving Day)*



Thank you [Donor Name] for your gift to the College of Nursing's Board of Visitors Student Success Fund, and making a difference on Giving Day 2020!

The Board of Visitors matched your gift, and you can even further amplify your impact by sharing on your social media or directly with friends. Click on an icon below to share on Facebook or Twitter.



With gratitude,  
Terrel White

## Thank You Email from Dean *(Sent day after Giving Day)*

Dear [Salutation] [Last Name],

Wayne State University has wrapped up its 5th Annual Giving Day, which took place last Thursday, on September 17th. Giving Day is an event we usually celebrate in the Spring of each year, disrupted by the COVID-19 pandemic. One thing the pandemic was unable to interrupt was your unwavering support, and for that, I sincerely thank you.

Thank you for believing in and empowering our students. Your contribution helped us to <<match all of the funds put forth as a challenge to donors by the Board of Visitors.>> <<have a record-breaking year, with over XX gifts to the College of Nursing for Giving Day.>> <<raise over \$xx,xxx for the Board of Visitors Student Success Fund.>>

[Salutation] [Last Name], your generosity is much appreciated, and a tremendous investment into the education and success of the students in the College of Nursing. Thank you!

With gratitude,

Ramona A. Benkert, PhD, ANP-BC, FAANP  
Interim Dean and Professor

**Mailed Letter from the Dean** *(Mailed to all Giving Day donors the week after)*

Dear Ms. Gangadharan:

Thank you for your recent gift to the College of Nursing and supporting the College during its Giving Day campaign. Your support is meaningful and sincerely appreciated. Giving Day is an opportunity to send a strong message about the College's priorities, and 2020 was a record-breaking year for the outpouring of support shown from our community. Thank you for helping us reach this milestone and demonstrating the importance of student centered resources as an integral element of success.

Thank you for sharing our vision and investing in the College and our students. Your contributions to the Nursing community are far-reaching and invaluable.

Sincerely,

Ramona A. Benkert, PhD, ANP-BC, FAANP

Interim Dean and Professor

## THANK YOU CALLS

*Suggested Script (Can be used for voicemail or for a phone call):*

Hello (Mr./Mrs./Ms. Donor's Last Name). My name is (your name) and I'm a (position) at Wayne State University. I am calling to say thank you for making your gift to (name of college/program) on Giving Day! Your support truly makes a difference, and I wanted to let you know how much we appreciate it.

(If speaking directly with the donor, be sure to pause for a response/brief conversation.)

Have a great day!