

Alumni Chapters Scholarship Update

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February 25, 2023



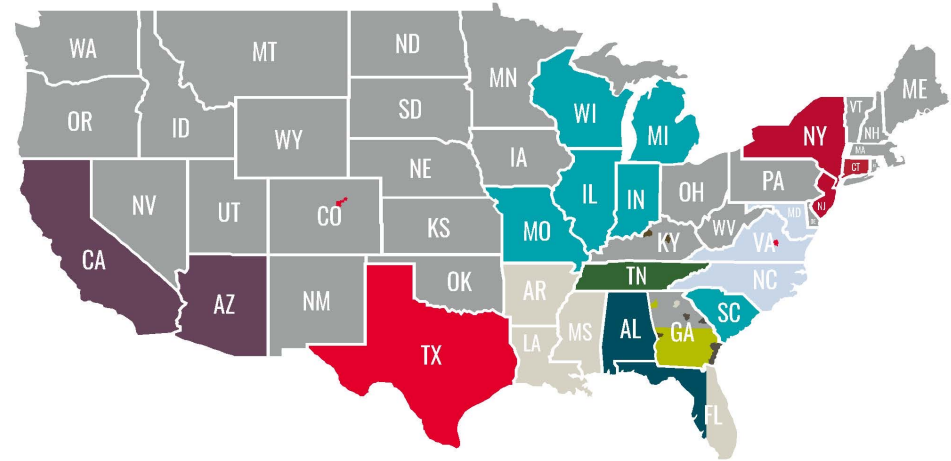
Development & Alumni Relations
UNIVERSITY OF GEORGIA

MAP OF REGIONAL DEVELOPMENT TEAM 2023

Regional Programs

We travel the country to share the news of the university, building and maintaining relationships with donors interested in giving back at the highest levels in the areas they are most passionate about.

Our mission is to go wherever Bulldogs are.



Georgia-based Regional Directors



Remote Regional Directors



Help Bulldogs Pick Their Path of Engagement



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The University of Georgia innovates and advances every day not just because of our amazing students, expert faculty and talented staff, but because of our dedicated, motivated friends and alumni. Whatever you're interested in, wherever you live, you can find opportunities to connect and engage with UGA.

These are just a few of the ways, large and small, you can keep up with UGA and help us continue to move forward in Athens, in Georgia and everywhere. Because every scholarship created, every partnership forged and every building constructed began with one simple commitment.

COMMIT TO

Georgia

Visit the best campus in America, home to the 2021 national champions
Update your info on alumni.uga.edu

Follow UGA & the UGA Alumni Association on [Facebook](#), [Twitter](#), [Instagram](#), and [TikTok](#)

Sign up to receive the UGA Today newsletter at news.uga.edu/ugatoday

Attend a [UGA Alumni Chapter](#) event or [Student Alumni Association](#) networking event

Join [Digital Dawgs](#) and share UGA posts on your social media accounts

COMMIT TO

Connection

COMMIT TO

Your Passion

Join the [UGA Mentor Program](#) and help the next generation of Bulldogs

Nominate deserving individuals for [Bulldog 100](#), [40 Under 40](#) or a [UGA Alumni Award](#)

Connect with students and faculty by speaking to a class

Go to give.uga.edu to make a gift to your preferred school, college or cause
Talk to your financial advisor about a planned gift to the UGA Foundation
[Contact your engagement officer](#) to discuss your philanthropic goals

COMMIT TO

Giving Back

COMMIT TO

Advocacy

Host a UGA student event at your workplace

Join a UGA volunteer board and lend your expertise

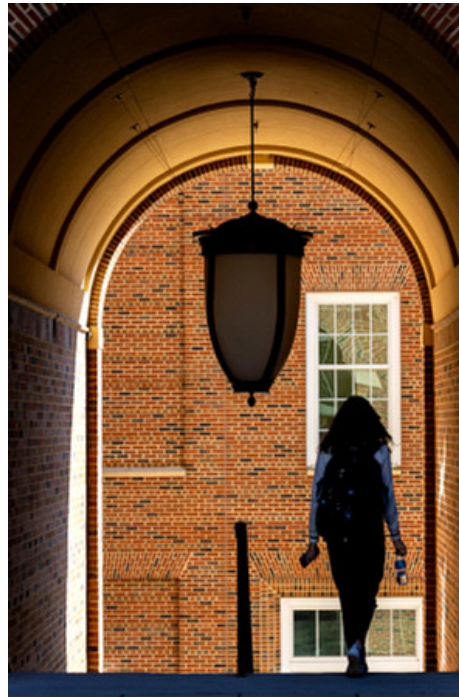
Connect your business with UGA's [Office of Business Engagement](#)

Found your commitment?

Contact your engagement officer to talk through which opportunity is the best fit for you.

How we got here

- Started by the inspiration of alumni from the Tampa, Fla. Chapter in 2017
- Other chapter cities started expressing interest in early 2019
- Chapter leaders/members were inspired to support a student from their area
- UGA inspires those who will lead, discover and serve because together we are on a relentless pursuit to improve the world.



Where we are going

- *Supporting the final five cities to get to the finish line through:*
 - Annual Giving Opportunities
 - Chapter Events in select cities
 - Identifying major giving prospects
- *Keeping alumni chapters engaged with their scholarships:*
 - sharing annual stewardship reports/thank you notes from students
 - reminding alumni to make an annual gift to the chapter scholarship so it will grow over time.
- *DAR Regional Team will continue promoting the scholarships in our regions where it makes sense.*



Chapters Scholarships



ALUMNI

FY23 STATUS REPORT

SCHOLARSHIP	GIFTS & PLEDGES	ROAD TO ATHENS 2022	ROAD TO ATHENS 2023	SCHOLARSHIP RECIPIENT
Atlanta	\$37,320*	✓		
Austin	\$13,144	✓	✓	
Birmingham	\$700			
Charlotte	\$114,757*	✓		✓
DFW	\$42,592	✓	✓	
Golden Isles	\$28,455*	✓		
Houston	\$49,615	✓	✓	✓
Nashville	\$59,029*	✓		
New York City	\$3,166			
Savannah	\$6,460			
St. Louis	\$37,220*	✓		
San Diego	\$48,304	✓	✓	
Tampa	\$67,465	✓	✓	✓

TOTAL RAISED

\$508,229

As of January 26, 2023

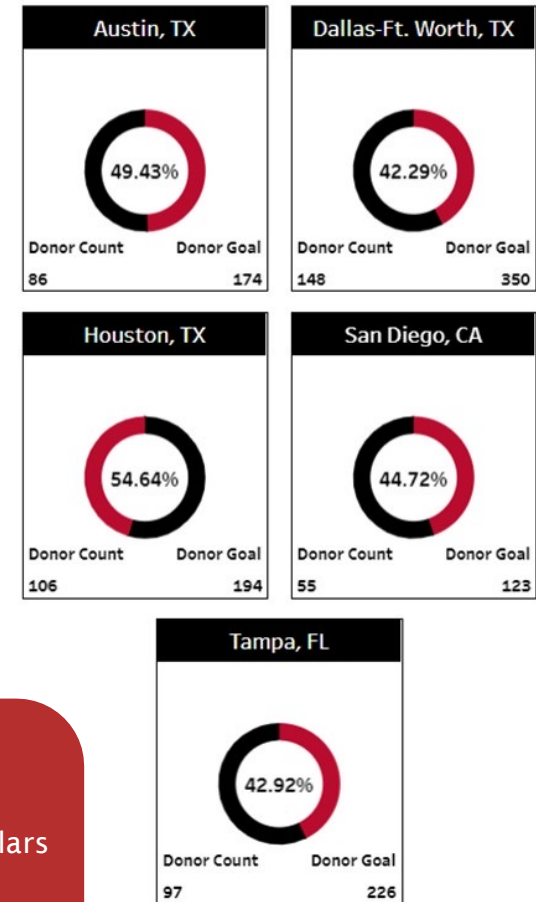
**Includes UGAF \$10k Gift*



ALUMNI

FY23 STATUS REPORT

CHAPTER	FY23 GOAL	GIFTS & PLEDGES
Austin 1,586 alumni	11% 174 donors	\$8,144
DFW 2,913 alumni	12% 350 donors	\$42,592
Houston 1,939 alumni	10% 194 donors	\$49,615
San Diego 1,119 alumni	11% 123 donors	\$48,304
Tampa 2,514 alumni	9% 226 donors	\$67,465



Recent Wins

Beat Week
Giving Tuesday Decal Campaign
Dawgs Still on Top Sticker Campaign

Up Next

Email Campaign 2/8 Student Scholars
Dawg Day of Giving 3/30
End of FY Giving Solicitations mid-April

January 26, 2023

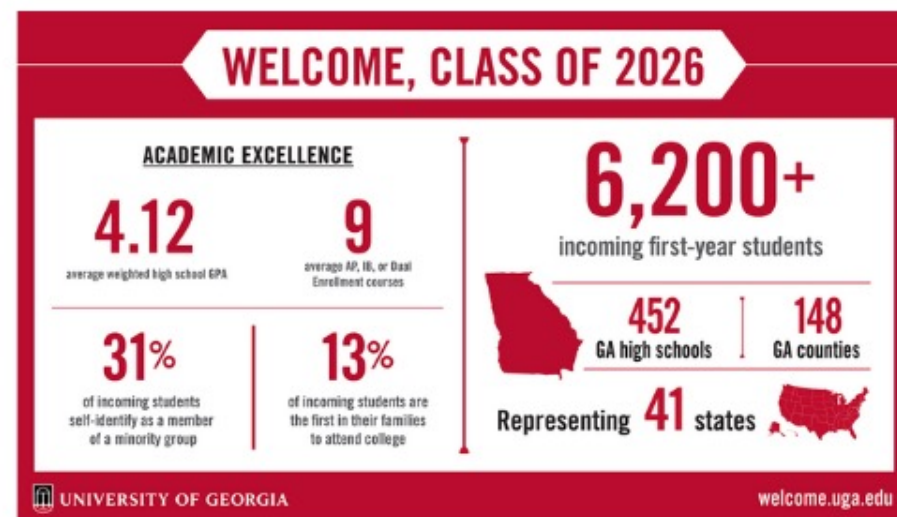
The Students 2022



ALUMNI

FY23 STATUS REPORT

CHAPTER	# OF APPLICANTS	# OF ADMITS
Austin 1,586 alumni	354	170
DFW 2,913 alumni	758	351
Houston 1,939 alumni	553	203
San Diego 1,119 alumni	104	32
Tampa 2,514 alumni	425	202



"As an out-of-state student, my scholarship allowed me to step foot on UGA's campus and never look back. I want more out-of-state students to experience all Athens and UGA have to offer and I know that my contributions to Senior Signature can get me one step closer to that goal."

- Louis Zimmerman, SAC VP of Membership, class of 2022

January 26, 2023

Engagement

- Incorporate a gift to the scholarship at fundraising events (example: NYC Li-Lac Chocolate Tour)
- Raise awareness when attending chapter events with peer-to-peer conversations
 - Is there an example you'd like to share?



Annual Giving

5 RTA chapters were featured last fall in:

- Beat Week October 3-8-22
- Giving Tuesday-digital campaign that ran 11-29-22

2023 Opportunities:

- Dawgs Still on Top
- State Decals continue
- Mailings-spring solicitations going out in May

- Dawg Day of Giving March 30, opt-in to the Challenge and win \$\$
-

Fiscal Year End giving solicitations from Engagement Officers/staff

Major Giving

- Focus on securing gifts to meet the financial threshold for Road to Athens Challenge in Austin, TX.
- Focus on securing lead gifts in Birmingham, and Savannah, and NYC to reach the minimum endowment level.
- Incorporating chapter scholarships in overall regional asks when it makes sense



FAQ: How to answer peer questions

Q: What does “endowed” mean for a scholarship fund?

- Once a fund has enough money in it, that fund can provide money for scholarships just off of the interests it makes. In other terms: Once it's big enough, it can keep paying out money for scholarships every year going forward!

Q: What's a “participation rate”?

- It's the percentage of alumni of UGA who are also donors. Increasing the rate of alumni that give back in each participating chapter area is our goal.

Q: Who gets the scholarship money?

- A qualified student from the Chapter's area. The money goes to helping someone from the Chapter's area walk the Road to Athens!

Q: Why is an increased participation rate important?

- It directly impacts the University of Georgia's rankings, such as the ranking in the US News & World Report.

Q: How does this scholarship help with student recruitment?

- A scholarship being available for a student increases the chance they will attend UGA. This is especially true in the case of out-of-state students.

Q: Are these scholarship merit-based or need based?

- They can be either, but most are merit-based. A need-based scholarship will only go to a student with demonstrated financial need, so if there is not such a student in that situation in a Chapter's area, the scholarship would go unawarded. A merit-based scholarship is more likely to be awarded.



Alumni Participation Rate

One of DAR's goals under the Philanthropy priority is to **Increase Alumni Giving to UGA.**

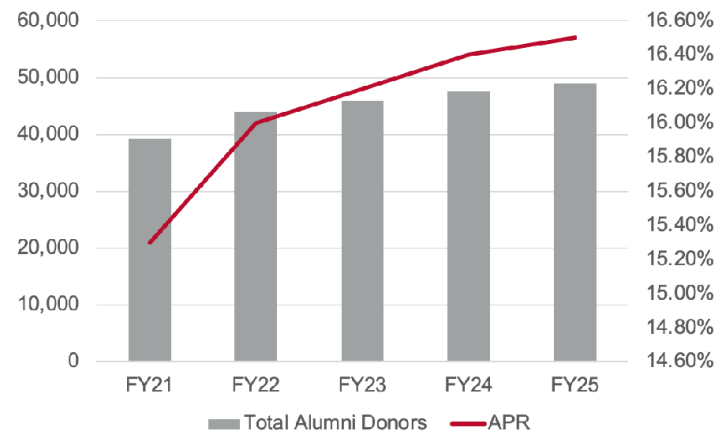
The KPI used to measure success is the Alumni Participation Rate, which represents the percentage of alumni who are donors.

For FY22, DAR set an annual target of 16%, which we successfully reached. And thanks to **collaborative** and **innovative** efforts across the division—capturing data on donations from UGA license plate purchases; *Dawg Day of Giving*; digital campaigns like *Dawgs on Top*, *Dawgs Still on Top*, and *Beat Week*—we are projecting continued success through 2025.

Another step closer to our vision of **Every Bulldog Committed to Georgia.** #SIC'EM

16%

Alumni Percentage Rate.



3 steps to partner with regional development



1. Identify

Share names and/or help make introductions to your regional development liason



2. Answer Questions

Familiarize yourself with the FAQ guide and how your local scholarship fund operates



3. Maintain

Endowing the fund is just the starting point. These funds live on in perpetuity



Partnering with the Regional Development Team



Identify Potential Donors

- Alumni that are known in your community by their successful business, philanthropy, or civic engagement – they may make donations to other organizations, sit on a board, or have a high-level position in a corporation.
- You know someone gives to the university or has given previously to the chapter scholarship.
- You meet an alum at an event, and they give clues they might have giving “*capacity*”.
 - “Capacity” means they have the means to make a philanthropic contribution. We can’t assume they are philanthropic but it’s the first step.
 - Capacity can be determined by comments such as:
 - We just returned (or getting ready to go to..) our vacation home in_____.
 - I am active with the parents at the ABC (private) school in our community.
 - They mention they are members of an exclusive country club/golf club in your city.

Your next steps: send these individuals’ names to your regional development liaison and send the alumnus chapter events and scholarship information.



Partnering with the Regional Development Team



Answering Donor Questions: Someone asks about the chapter scholarship and its impact on students.

- Tell the alum that more money in the endowment means more students can be impacted from the community each year.
- **As an FYI for Chapter leaders:**
 - *The Scholarship isn't awarded until the fund reaches a minimum of \$25,000 and is invested in the UGA Endowment for one year.*
 - *Once the fund is ready for an annual disbursement, in a healthy market, an award of approximately 4% of the value of the fund is made to the selected scholarship recipient.*
 - *Scholarship recipients are selected through the Office of Admissions with no input from Alumni Relations or Chapters.*
- Ask them if they have made a gift to the fund this year. We need individuals to make yearly commitments – previous donors to the fund are very likely to be future donors too!

Your next steps: connect with your regional development liaison and your chapter contact in the alumni association so they can help you better answer questions based on updated fund information.



Partnering with the Regional Development Team



Maintain

Endowing the fund is just the starting point- its important for the fund to grow through annual and major giving year over year; taking the scholarship from \$1k to \$5k per year and beyond...

These funds live on in perpetuity.



Chapter Leader Role

- Be informed on the status of your chapter's scholarship!
- Promote the scholarship as a way for chapter members to make their annual gift to UGA.
- Get to know your Regional Director. Reach out to the Regional Director if you meet someone you think could make a large gift to the scholarship. Let your Chapters Staff liaison know if you have questions/stay in contact!
- Peer-to-peer conversations



Development Officer Role

- Partner with the Chapter leaders in regions where there is a chapter scholarship.
- Build a relationship and discuss possible prospects for the scholarship.
- Incorporate an ask for the chapter scholarship as part of an overall ask with a donor's affinity area on campus.



The Elevator Pitch



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We believe that what starts in Athens changes the rest of the world—including Houston. The University of Georgia's relationship with Houston has created new possibilities, new alumni and new difference makers at home and abroad. And now, your alumni chapter has created an opportunity to deepen that connection.

The Houston Alumni Chapter Scholarship Fund is an endowed scholarship fund supporting incoming UGA students from Houston, and by giving to this fund, you help to forge a permanent connection between the Classic City and Houston.

Bulldogs across the nation are funding similar scholarships and the goal is the same from San Diego to St. Simons Island: reach the \$25,000 endowment minimum (creating an estimated \$1,000/year scholarship), then grow the endowment through alumni support, creating more and larger awards for students all across the country seeking to become Bulldogs.

Every dollar counts: your gift helps your chapter step closer to offering permanent, strong support to UGA students in your community. Your support, in any amount, can help generations of students and cement the connection between UGA and Houston.





Questions?

Email Bethzimmerman@uga.edu



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