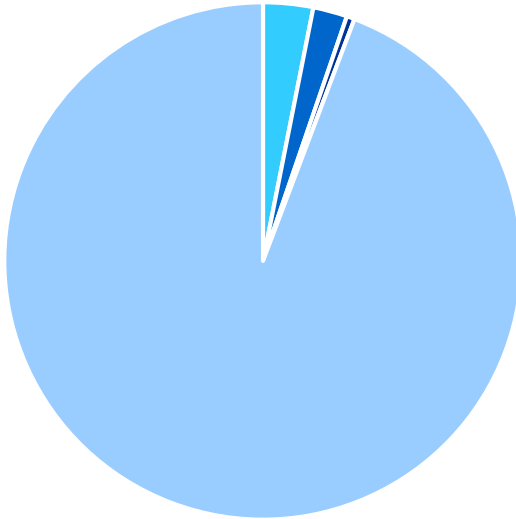




THE UNIVERSITY OF ARIZONA
SUPPORT UA

* Give to the Class Gift



Class Gift FY19

6,466 Gifts
\$41,770.30 Raised

[Crowdfunding Page](#)

202 Gifts, \$6844.95 Raised

[Phoneathon- Students](#)

138 Gifts, \$3,467.12 Raised

[Phoneathon- Parents](#)

32 Gifts, \$988.23 Raised

[Grad Bundles](#)

6,094, \$30,470.00 Raised

FY Comparison

	FY19		FY18	
	Gifts	Raised	Gifts	Raised
Crowdfunding Page	202	\$ 6,844.95	209	\$ 6,770.93
Phoneathon	170	\$ 4,455.35	68	\$ 1,138.10
Grad Bundles	6,094	\$ 30,470.00	3,733	\$ 18,665.00
Total	6,466	\$ 41,770.30	4,010	\$ 26,574.03

Fast Facts:

- The Class Gift campaign runs fall and spring semester to encourage graduating Wildcats (undergraduate and graduate) to support the area of campus that made a difference in their time at the University of Arizona.
- Graduating Wildcats can get their name on the jumbotron at Commencement by making a gift of \$10 or more.
- The Class Gift allows for partnering colleges and units to customize their campaign by sending emails on behalf of their unit and creating special incentives like competitions, graduation cords, and giving circles.
- In FY19 the Class Gift saw an increase in number of gifts through the phoneathon and bundle channels while seeing a higher average gifts through online giving.

Undergrad Email Analytics FY19

Email Description	Semester	Gifts	Raised	Open Rate	Recipients	Clicks	Opt Outs
Email 1- Introduction UG	Fall	2	\$ 40.36	75.76	1654	15	0
Email 2- President's Initiative UG	Fall	4	\$ 90.54	59.94	1650	70	0
Email 4- Phoneathon Follow Up UG	Fall	1	\$ 40.00	71.08	1639	46	0
Email 6- Still Time UG	Fall	4	\$ 90.54	61.12	1623	24	0
Email 7- Celebration UG	Fall	1	\$ 20.18	71.23	1637	104	0
Email 1- Introduction UG	Spring	8	\$ 140.57	72.24	5033	63	0
Email 2- President's Initiative UG	Spring	0	\$ -	46.69	4954	210	1
Email 3- GradBundle UG	Spring	0	\$ -	64.14	5020	246	0
Email 4- Phoneathon Follow Up UG	Spring	8	\$ 120.76	79.59	4880	204	0
Email 5-Jumbotron Deadline UG	Spring	36	\$ 503.33	66.79	4818	131	0
Email 6- Still Time UG	Spring	1	\$ 21.00	72.75	4731	33	1
Email 7- Celebration UG	Spring	0	\$ -	71.93	3590	325	0

Undergrad Total	Spring	65	\$ 1,067.28	67.77	3435	122	2
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Graduate Email Analytics FY19

Email Description	Semester	Gifts	Raised	Open Rate	Recipients	Clicks	Opt Outs
Email 1- Introduction G	Fall	0	\$ -	67.88	1068	15	0
Email 2- President's Initiative G	Fall	0	\$ -	53.16	1059	21	0
Email 4- Phoneathon Follow Up G	Fall	2	\$ 50.18	67.64	1057	23	0
Email 6- Still Time G	Fall	2	\$ 40.18	55.71	1050	11	0
Email 7- Celebration G	Fall	0	\$ -	62.74	1052	54	0
Email 1- Introduction G	Spring	2	\$ 40.00	66.27	1764	16	0
Email 2- President's Initiative G	Spring	1	\$ 20.00	59.3	1732	35	0
Email 3- GradBundle G	Spring	1	\$ 20.00	56.04	1754	63	0
Email 4- Phoneathon Follow Up G	Spring	2	\$ 30.19	68.32	1711	36	0
Email 5-Jumbotron Deadline G	Spring	5	\$ 80.57	53.01	1677	23	0
Email 6- Still Time G	Spring	1	\$ 100.00	60.04	1654	7	0
Email 7- Celebration G	Spring	0	\$ -	66.33	1131	81	0

Graduate Total	Spring	16	\$ 381.12	61.37	1392	32	0
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Total Overall	Both	81	\$ 1,448.40	64.47	2473	77	2
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Pierce, Jessica

From: Nadia, PhilanthroCATS Student Ambassador <supportua@uafoundation.org>
Sent: Friday, February 15, 2019 9:07 AM
To: Pierce, Jessica
Subject: Let me introduce you to...



THE UNIVERSITY OF ARIZONA
SUPPORT UA

Bear Down, Give Back!

CLASS GIFT



Hi Jessica,

We're almost to graduation, I can't believe it! It's been a wild few years. I couldn't have done it without the support of CALS and my fellow RA's in Res Life, which is why I am making my Class Gift today. The Class Gift is a way that we can come together and give back to the UA. You can support areas all over campus like your college, library, athletics, Greek life or programs like CAPS (Counseling and Psych Services) or Campus Pantry.

[By making a Class Gift of \\$20.19 today, you will make a difference for future Wildcats!](#)

I know what you're thinking, will my \$20.19 really make a difference? Last year, almost 4,000 seniors just like us made a Class Gift. Because of their generosity, the UA has over \$26,000 supporting scholarships, libraries and programs that help students every day.

GIVE NOW

Bear Down. Give Back!



Nadia
Family Studies and Human Development '19
PhilanthroCATS Student Ambassador

P.S. If you make a Class Gift of \$10 or more by April 17, your name will be on the Jumbotron at Commencement!

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Pierce, Jessica

From: Natalynn Masters, Student Body President <supportua@uafoundation.org>
Sent: Monday, March 11, 2019 11:08 AM
To: Pierce, Jessica
Subject: Our Class Gift, My Story



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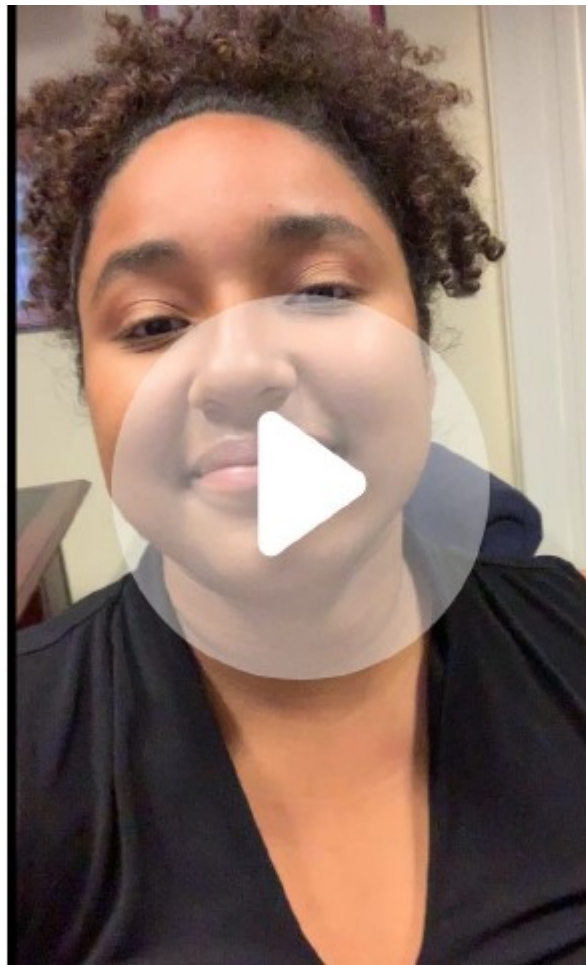


Bear Down, Give Back!

CLASS GIFT

Hi Jessica,

I'm your Student Body President and here's why I'm making my Class Gift.



The Class Gift is our opportunity to give back to the UA, support the area that supported you and make a difference. [Join me in making a \\$20.19 Class Gift to the unit or area that means the most to you!](#)

GIVE NOW

Bear Down,

Natalynn Masters

Natalynn Masters '19
Sociology, Law
Student Body President

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Pierce, Jessica

From: Hannah & Jessie, BookStore Student Leads <supportua@uafoundation.org>
Sent: Sunday, March 17, 2019 7:09 PM
To: Pierce, Jessica
Subject: Bundle your Class Gift!

Purchase Your Bundle* for \$66.95 at GradFest!

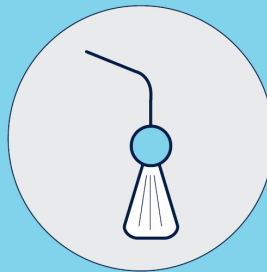
March 19-22, UA Bookstore Lower level



Cap



Gown



Tassel



Class Gift

*GradBundles sold during GradFest may cause overwhelming Bear Down spirit, wacky photobooth photos and good feels for giving to your Class Gift.

Hi Jessica,

When you purchase a GradBundle it includes your cap, gown, tassel AND a \$5 Class Gift! Your Class Gift will support CAPS (Counseling and Psych Services) and Campus Pantry. The GradBundle will be available at GradFest, March 19-22, at the BookStore and for the rest of the semester [online](#).

[If you are interested in supporting another area of campus, you can check out your options here!](#)

GIVE NOW

Bear Down,



Jessie and Hannah
Class of 2019
BookStore Student Leads

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Pierce, Jessica

From: Class of '19 Student Callers <supportua@uafoundation.org>
Sent: Wednesday, April 10, 2019 10:02 AM
To: Pierce, Jessica
Subject: Did you get a call from 520-626-4507?



THE UNIVERSITY OF ARIZONA
SUPPORT UA

Bear Down, Give Back!

CLASS GIFT



Sorry we missed you, Jessica!

We were just calling from the UA Telephone Outreach Program here on campus to chat about your plans for after graduation and talk about the Class Gift. [But don't worry, you can still make your Class Gift to the college, program or unit of your choice!](#)

Make sure you make your Class Gift by April 17 to get your name on the jumbotron!

GIVE NOW

Bear down. Give back!



Humberto, Lauren, Camryn, Michaela, Kyle and Farron
Class of 2019 UA Student Callers

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Pierce, Jessica

From: T Statman, PhilanthroCATS Student Ambassador <supportua@uafoundation.org>
Sent: Monday, April 15, 2019 3:06 PM
To: Pierce, Jessica
Subject: Last chance to get your name on the Jumbotron!



Bear Down, Give Back!

CLASS GIFT

Jessica, it's your last chance to get your name on the Jumbotron!

[Join me in making a Class Gift of \\$10 or more to your favorite area on campus by April 17 to get your name on the jumbotron at Commencement.](#)



Bear Down,



T Statman
Political Science '19
UA Softball #88
PhilanthroCATS Student Ambassador

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Pierce, Jessica

From: Bobcats Senior Honorary <supportua@uafoundation.org>
Sent: Wednesday, May 1, 2019 1:36 PM
To: Pierce, Jessica
Subject: Your UA To Do List!

To Do List: Graduation Edition

- Study for finals*
- Take a pic with the unicorn statue*
- Apply for jobs or grad school*
- Eat one last burrito at Highland Market*
- Make my \$20.19 Class Gift!***



Hi Jessica,

With just over a week left on campus, we keep thinking about our growing To Do lists. Between fitting in some last-minute traditions, studying for finals and selecting the next class of Bobcats, we are SO ready for graduation! We don't know about you, but we're going to take a quick study break and check off some of our To Do list today, starting with making our Class Gifts!

[Join us by giving \\$20.19 today! You can give to your college, Campus Pantry, CAPS or another UA program that is important to you.](#)

GIVE NOW

Bear Down,



Bobcats Senior Honorary '19

Perry, Brie, Maddie, Bryanna, Katie, Lorenzo, Marshall, Kyle, Nate,
Bob, Riley, Trent and Kyle

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Pierce, Jessica

From: Jessica Pierce & Rebecca Determan <supportua@uafoundation.org>
Sent: Friday, May 24, 2019 11:02 AM
To: Pierce, Jessica
Subject: Congratulations! You're a UA alum, now what?



THE UNIVERSITY OF ARIZONA
SUPPORT UA



Give to the **Class Gift**

Hi Jessica,

Congratulations on your recent graduation! We want to welcome you to the Wildcat alumni family and give you some easy ways to keep your Bear Down spirit going strong.

Stay Connected

- We want to hear from you! [Take this quick survey](#) about your student experience and update your contact information. *Fill out the survey by June 7 and we'll send you a special gift as a thank you!*
- Follow us on [Linked In](#), [Facebook](#), [Twitter](#) and [Instagram](#).
- Answer your phone when our student callers reach out from a campus number.
- [Subscribe to UA Now](#) to keep up with what's happening on campus.
- [Utilize the Alumni Career Lab](#) for resume workshops or help finding a job.

Connect with fellow Wildcats

- [Alumni Chapters](#) are located in cities around the country.
- Find alums living abroad through the [Global Alumni Network](#).
- [Join the Bear Down Network today](#) to take advantage of your alumni connections and launch your career.

Come back for Homecoming, November 1-2, 2019

- Party with your fellow recent grads after the bonfire at [Glow](#).
- Meet other UA alumni at the [Wildcat for Life Tailgate](#).
- Bring friends and family to the Rogers College of Law's pre-tailgate [Red and Blue BBQ](#) for food and fun.
- Celebrate with the College of Humanities at the [Young Alumni Brunch](#).
- Join the College of Architecture, Planning, and Landscape Architecture for [The 58 Society event](#), where recent alumni can celebrate their time at the UA and network with fellow alums.
- Cheer on your Wildcats with [discounted football season tickets](#) and the Sports Pass.

Bear Down, Give Back

Nearly 5,500 of your fellow graduates gave \$35,000 to the UA through the Class Gift this

semester. If you didn't get a chance to make your [Class Gift, you can still support your college or another program you will miss!](#)

And remember, no matter where you are, you are a Wildcat for Life!

Bear Down,



Jessica Pierce
Annua Giving



Rebecca Determan
Alumni Association

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Class Gift 2018-2019



Bear Down. Give Back!
4,998 of 3,500 goal met



Description

Updates (0)

Donor Wall

Class Gift 2018-2019

Our Class Gift

The Class Gift is our chance to come together and give back to the UA. You can support areas all over campus like your college, the libraries, athletics, Greek life or your favorite programs like Counseling and Psych Services (CAPS) or the Campus Pantry*. Or give in honor of someone special like your family or favorite professor. *You can even split your gift between two places!*

We are asking all spring graduates to **give \$20.19** and make a difference for future Wildcats.



Will my gift make a difference?

YES! Your participation is so important. *Last year almost 4,000 graduating Wildcats just like us gave to the Class Gift.* Because of their generosity, the UA has over \$26,000 supporting scholarships, libraries and programs that are helping students here on campus right now.

Join us by making a Class Gift of \$20.19 today!

Give \$10 or more by April 17 and get your name on the Jumbotron at Commencement!

Bear Down. Give Back!

Class of 2019 PhilanthroCATS Student Ambassadors

Hey Law students, set up your five year pledge to the James E. Rogers College of Law [here!](#)

Have questions? Contact [Jessica Pierce](#).

Photo Credit: Jacob Chinn

Designate your gift to a Fund

Campus Pantry

Counseling and Psych Services (CAPS)

Greek Senior Legacy

Alumni Association

Athletics Scholarships

Campus Rec

University Libraries

College of Agriculture and Life Sciences Scholarships

College of Architecture, Planning and Landscape Architecture The 58 Society

College of Education Scholarships

College of Engineering Club Support

College of Fine Arts

College of Humanities Scholarships

College of Medicine, Phoenix Scholarships

College of Medicine, Tucson Scholarships

College of Nursing Scholarships

College of Pharmacy Scholarships

College of Science