



UNIVERSITY OF DELAWARE

**DEVELOPMENT &  
ALUMNI RELATIONS**

**Annual Giving**

**FY21 Solicitation Samples**

## **#1 – FY21 Blue Hen Strong Fund Initiative**

This fundraising initiative invited the University of Delaware community to make a gift to the Blue Hen Strong Fund, the current-use fund that was created because of the pandemic to meet the emergent needs of students. For every gift of \$25 or more to this fund from October 28 through December 31, 2020, the donor received a Blue Hen Strong mask, courtesy of the UD Alumni Association (making the full gift tax-deductible). Emails were sent prior to and during Giving Tuesday, and the calendar-year-end direct mail appeal and all emails encouraged donors to participate. The initiative secured over 2,000 donors to the Blue Hen Strong Fund raising more than \$250,000 in cash gifts; 70% of the donors were alumni.

### Featured:

- Solicitation Emails
- CYE Appeal Insert (includes mask design)
- Thank -You Card Insert for Mailer



It's the time of year to [renew your support](#) for the area you love most at UD. Plus, if you [make an additional gift of \\$25 or more to the Blue Hen Strong Fund](#), you will not only help meet the urgent needs of UD students during the pandemic but also receive a limited-edition UD Blue Hen Strong mask, courtesy of the UD Alumni Association. \*

Gifts to the Blue Hen Strong Fund help provide students with:

- tuition assistance
- access to technology and online learning tools
- career readiness support
- other urgent needs

**SUPPORT UD STUDENTS THIS HOLIDAY SEASON**

No matter where your holiday plans take you this season, arrive in style with your UD Blue Hen Strong mask!

[Act now](#), while supplies last, and your mask may arrive in time for the holidays.

\*UD Blue Hen Strong masks are sponsored by the University of Delaware Alumni Association (UDAA) for gifts made to the Blue Hen Strong Fund through December 31, 2020. Limit one mask per donor, while supplies last.



**WE ARE BLUE HEN STRONG!**

Support our UD students during these unprecedented times  
with a gift to the **Blue Hen Strong Fund**.

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University of Delaware  
Development and Alumni Relations  
83 East Main Street, 3rd Floor  
Newark, DE 19716  
[302-831-2104](tel:302-831-2104)



No matter where your holiday plans take you this season, you can arrive in Blue Hen style!

[With a gift of \\$25 or more to the Blue Hen Strong Fund](#), you will not only help meet the urgent needs of UD students during the pandemic but also receive a limited-edition UD Blue Hen Strong mask, courtesy of the UD Alumni Association. \*

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- tuition assistance
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- career readiness support
- other urgent needs

**SNAG YOUR UD BLUE HEN STRONG MASK**

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Wearing a mask shows you care for yourself and those in your community.  
It is also a great way to show your UD pride. You are Blue Hen Strong!

In addition to making your annual gift to the areas that mean the most to you at UD,  
**make an additional gift of \$25 or more to the Blue Hen Strong Fund by December 31, 2020  
and receive a UD mask as a token of our appreciation.\***

You will not only be protecting yourself and your community, but you  
will also be supporting a great cause at UD by providing increased access to technology,  
tools for career readiness, tuition grants and other much needed assistance.

*\*UD masks are sponsored by the University of Delaware Alumni Association for gifts made to  
the Blue Hen Strong Fund through December 31, 2020. Limit one mask per donor, while supplies last.*





BLUE HEN

**STRONG**

UNIVERSITY OF  
DELAWARE



## Together, we are Blue Hen Strong!

Thank you for supporting UD students with your gift to the Blue Hen Strong Fund! Your generosity will go a long way in ensuring our students have access to the resources they need to be successful on and off campus during these unprecedented times.

We hope you wear this Blue Hen Strong mask with pride, showing your commitment both to our Blue Hen community and to slowing the spread of COVID-19 wherever you go.

*Please accept this mask as a token of appreciation on behalf of the UD Alumni Association (UDAA) for supporting the Blue Hen Strong Fund.*



## **#2 – FY21 I Heart UD Giving Day Save the Date**

The April 2021 direct mail appeal, sent to all past donors, encouraged donors to participate in the University's fourth annual I Heart UD Giving Day on May 5, 2021 by making an early gift, connecting on social media or making a gift to their area of passion. The package included a cutout of the mascot YoUDEe to be used for social media engagement and to encourage donors to save the date for Giving Day. Of note, this virtual event highlighted 116 fundraising projects led by students, faculty, staff and alumni and raised more than \$1 million from over 6,200 donors in support of our Blue Hens and programs.

Featured:

- YoUDEe Cutout
- Highlighted Projects Insert
- Reply Device



# I UD | GIVING DAY MAY 5, 2021

JOIN THOUSANDS OF BLUE HENS BY  
SUPPORTING YOUR FAVORITE UD CAUSES!



Take a selfie with  
this YoUDee cutout.



With your YoUDee & Me  
photo, post why you  
heart UD on social  
media using #iheartUD



Make a gift with the  
enclosed card and it will  
be counted on May 5th

**I**  **UD** | **GIVING DAY**  
**MAY 5, 2021**

Share your picture with YoUDEe using  
#iheartUD and make a gift on  
May 5th at [udel.edu/IHeartUD](https://udel.edu/IHeartUD)



**GIVING DAY**  
**MAY 5, 2021**

**PROJECTS TO WATCH!**

Make an impact by supporting featured projects in these areas.



**BIOPHARMACEUTICAL  
SCIENCES INITIATIVE**

Shape the future of medicine by bringing lifesaving treatments to patients more quickly, cultivating highly trained professionals and empowering greater, more impactful research.



**INTELLECTUAL  
NEIGHBORHOODS**

Provide UD's innovative problem-solvers with the resources needed to address grand societal challenges in the areas of healthcare, the environment, engineering and more.



**INCLUSION, DIVERSITY  
AND EQUITY**

Build and strengthen investment and engagement opportunities for inclusion and equity, acknowledging our troublesome past, embracing our collective differences, and igniting transformational change.



**HONORS COLLEGE**

Increase and enhance scholarships and enrichment experiences beyond the classroom for academically talented and motivated students.



**BUSINESS AT UD**

Help to grow future leaders and professionals who approach business with a holistic and inclusive viewpoint that will transform the industry and society.

**YoUDEe, you are creating an extraordinary student experience.**

**Thank you for your loyal support of the University of Delaware. As a True Blue Hen Loyalty Society donor who has given for three or more consecutive academic years, your continued generosity is critical to helping our students step forward as the leaders of tomorrow. Make your gift today and join us online for I Heart UD Giving Day on May 5, 2021. You are the heart of UD!**



**SAVE THE DATE**  
**MAY 5, 2021**  
**LEARN. LOVE. GIVE.**

To make your gift online, visit [www.udel.edu/makeagift](http://www.udel.edu/makeagift) or [www.udel.edu/iheartUD](http://www.udel.edu/iheartUD) on May 5.



**Together, we make the remarkable happen at UD!**

**Please direct my gift to:**

- Blue and Gold Fund - Athletics
- The Deltones
- Rubber Chickens
- Blue Hen Strong Fund
- My Passion \_\_\_\_\_ (specific department or program)

*If a box is not checked, your gift will be allocated to the Blue Hen Strong Fund. Gifts to multiple designations will be split evenly unless otherwise indicated.*

YoUDEe, Blue Hen Mascot  
University of Delaware  
Newark DE 19716

**Thank you in advance!**

*To update your records, please see the reverse side.*

**PAYMENT OPTIONS**

2907

Check (Payable to University of Delaware)

Charge my gift to the credit card listed below



main 30396

One time gift of:

\$100  \$75  \$50  My Blue Hen Best \$ \_\_\_\_\_

\$10 per month for 12 months (total \$120)

\$20 per month for 12 months (total \$240)

\$ \_\_\_\_\_ per month for \_\_\_\_\_ months (total \$ \_\_\_\_\_)

\_\_\_\_\_  
Name on Card (required)

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Exp. Date (required)

My gift is:  In memory of  In honor of

My employer/spouse's employer will match this gift.  
(Please include appropriate documentation.)

21MBH 00003649130000000000  
solicitsegmentid 10581 DonCat LYBUNT vpar v5



# DELAWARE FIRST

THE CAMPAIGN FOR THE UNIVERSITY OF DELAWARE

**Please contact Development and Alumni Relations:**

- For your giving history to the University
- If you would like to give anonymously
- If you are interested in giving using electronic funds transfer

**Create a lasting legacy.**

I would like to receive more information about:

- Creating a named scholarship or other endowment fund at UD
- Including UD in my will, trust, or estate plan
- Gifts that pay me income (*charitable annuities and trusts*)
- Supporting the annual I Heart UD Giving Day with a challenge gift.
- I have already included UD in my estate plans*

**Become a recurring donor**

As a recurring donor, you'll make monthly payments through the security of your credit card. A small, recurring amount every month can add up to a gift that really has an impact on the area of UD that you value most. To sign up, simply fill out the reverse of this form or call 302-831-2104.

**HELP US KEEP YOUR RECORDS CURRENT.**

Please mark any changes to your information below.

**YoUDee's alternative information:**

Employer: \_\_\_\_\_

Business Title: \_\_\_\_\_

Email Address: yoUDee@udel.edu

To update your contact information online visit [udel.edu/alumni-friends/your-info](http://udel.edu/alumni-friends/your-info) or email [bio-updates@udel.edu](mailto:bio-updates@udel.edu)

**Return this form to:**

Development and Alumni Relations  
University of Delaware  
83 East Main Street, 3rd floor  
Newark, DE 19716-2128

Phone: 866-535-4504

Email: [annualgiving@udel.edu](mailto:annualgiving@udel.edu)

Web: [www.udel.edu/giving](http://www.udel.edu/giving)

Financial information about the University of Delaware can be obtained by contacting the University at (302) 831-2769. In addition, the University of Delaware is required to file financial information with the following states: Colorado. Colorado residents may obtain copies of registration and financial documents from the office of the Secretary of State, (303) 894-2680, <http://www.sos.state.co.us/>; Maryland. For the cost of postage and copying, documents and information filed under the Maryland charitable organizations laws can be obtained from the Secretary of State, Charitable Division, State House, Annapolis, MD 21401, (800) 625-4610; Michigan. MICs No. 45533, New York. A copy of the latest annual report can be obtained from the organization or from the Office of the Attorney General by writing the Charities Bureau, 120 Broadway, New York, NY 10271, Washington. The notice of solicitation required by the Charitable Solicitation Act is on file with the Washington Secretary of State, and information relating to financial affairs of the University of Delaware is available from the Secretary of State, and the toll-free number for Washington residents.

1-800-332-4483. REGISTRATION IN THE ABOVE STATES DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION OF THE UNIVERSITY OF DELAWARE BY THE STATES.

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2507  
30396  
UNIVERSITY OF DELAWARE

### **#3 – FY21 Senior Family Graduation HenGram**

Parents of seniors in the Class of 2021 were invited to make a gift of \$20.21 or more (in honor of their student's class year) to the Parents Fund in order to send their student a custom congratulatory message. Parents received two emails signed by senior parent volunteers, and information was shared on social media and in a UD Family Hub/portal accessible to all families. All gifts were made on the University's HenFunder crowdfunding platform to easily track giving and for collecting the custom messages for the students during checkout. The digital HenGrams were sent to the seniors on two dates in April and May (based on when the gift was made). More than 300 parents and family members sent a HenGram to their senior students and contributed \$5,335 to the Parents Fund.

#### Featured:

- Solicitation Emails
- HenGram Email
- HenGram Page on HenFunder Platform



Dear Paula and Victor,

As proud parents of Blue Hens, Ryan, BE21, and Patrick, BE23, we know this past academic year has been quite unique to say the least.

Through it all, we've seen our sons and their classmates continue to rise to the challenge, excel in their academics and demonstrate the Blue Hen spirit of perseverance.

All the more reason to find new and fun ways to celebrate our seniors as they approach graduation. You can [send your student a congratulatory HenGram](#) and a personal message while helping all students succeed!

[Send a Graduation HenGram](#) with a donation of \$20.21 or more to honor your student's time at UD. All proceeds will benefit the Parents Fund, which helps ensure all students have access to holistic wellbeing resources, support for unforeseen emergencies, more equity and inclusion programming and so much more.

[SEND A HENGRAM](#)

Don't miss the chance to honor your senior's time at UD while also enhancing the Blue Hen experience for all students.

Kelly and Rick D'Emilia, P21, P23

Senior National Chairs, Parent & Family Leadership Council

*[Making your gift by April 18](#) will ensure your student receives a Graduation HenGram on April 20.*



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Howard and Lavette,

This is the final week to [send a Graduation HenGram—and a congratulatory message to your senior—when you make a gift of \\$20.21 or more to the Parents Fund](#). You will honor your student's time at UD while helping ensure all students have access to holistic wellbeing resources, support for unforeseen emergencies, more equity and inclusion programming and so much more.

[SEND A GRADUATION HENGRAM](#)

[Make your gift of \\$20.21 or more by May 21](#). Graduation HenGrams will be sent to recipients via email on May 24. Don't miss this final chance to send your senior a congratulatory HenGram while helping all students succeed!



Kelly and Rick D'Emilia  
Senior National Chairs, Parent & Family Leadership Council  
Proud Parents of Ryan, BE21, and Patrick, BE23

### Looking for other ways to celebrate your graduate?

UD's Commencement website offers digital resources and downloads so you can strut your blue and gold spirit on social media or at your home.

[Show off your UD pride with a yard sign!](#)



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**Congratulations, Marc!**

Mom & Dad made a gift to celebrate you and your UD graduation!

"Dear Marc, We are so proud of you and your accomplishments. May today's dreams be tomorrow's dreams come true, and may all you've learned give you confidence to be all you can be. Congratulations!"



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# HenGram

Login

## Senior Family Graduation HenGram



Share

As we finish out a unique academic year, it's even more important to celebrate our students for their achievements and perseverance as they approach graduation!

Here's a fun way for parents, family and friends to say congrats to their graduating senior while ensuring all students are set up for success.

Send a Graduation HenGram to your deserving senior!

Here are the details:

- Send a HenGram with a donation of \$20.21 or more.
- 100% of the proceeds will benefit the Parents Fund.
- When you check out, you can add a personal message and then enter the name and email address of your senior for them to receive their Graduation HenGram.

Don't miss the chance to honor your senior's time at UD, while also enhancing the Blue Hen experience for all students. **You can make your donation to send a Graduation HenGram through May 21.**

Become a Champion!  
It's free and easy to make a heroic impact.

Get Your Personal Share Link

Impact Community

### Impact

Learn how purchasing a HenGram can make a difference!

The **Parents Fund** provides the Division of Student Life with valuable resources to support its mission to advance equity and inclusion, deepen student learning and drive holistic development through education, experiences and communities. The Division works to lead a dynamic student experience so all Blue Hens can thrive.

### Community

