



20

21



GIVING DAY

**UNIVERSITY OF
WYOMING**



OVERVIEW

SUMMARY

Our Giving Day took place on October 20-21st and we increased our overall funds raised by almost double and increased our donor count by over 1,000 donors compared to last year. We wanted to ensure our donors felt uniquely thanked and appreciated so the Annual Giving team and our Marketing team partnered with a campus group, the UW Student Success and Graduation Hub, and their group of 25 student Cowboy Coaches to record 2,563 videos to send out to donors. These videos were sent the week after Giving Day to every donor who made a gift on Giving Day.

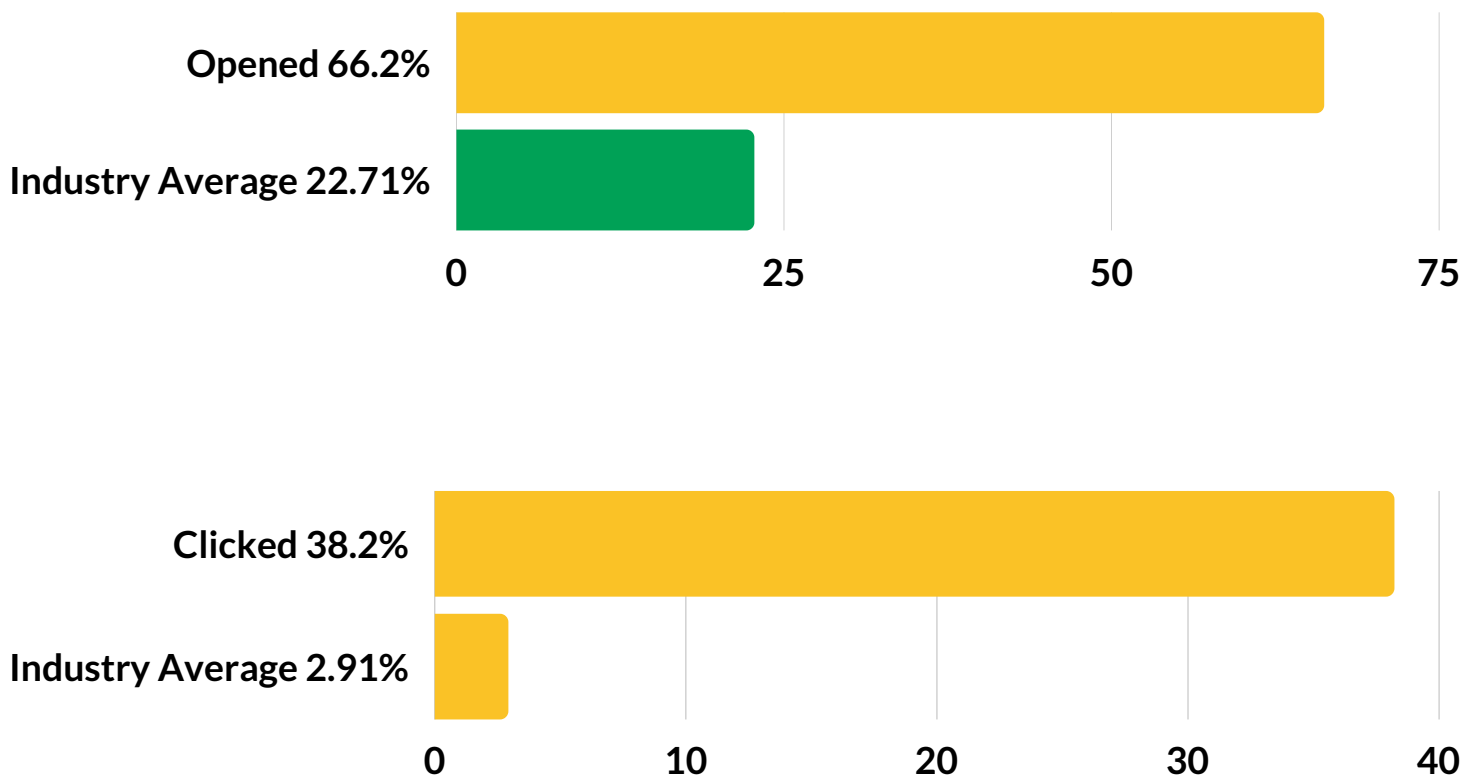
IMPACT

Every donor received a unique Thankview video where a student introduced themselves, addressed the donor(s) by their first name and then read off the gift designation (which campus unit or group they gave to) in the video. Some of our donors gave to over 10 campus units. In these cases, the students still read through every place the donor gave too. We believe this highly personalized and segmented stewardship strategy makes a lasting impression on our donors and we will see them return to make a gift again for our next Giving Day.



RESULTS

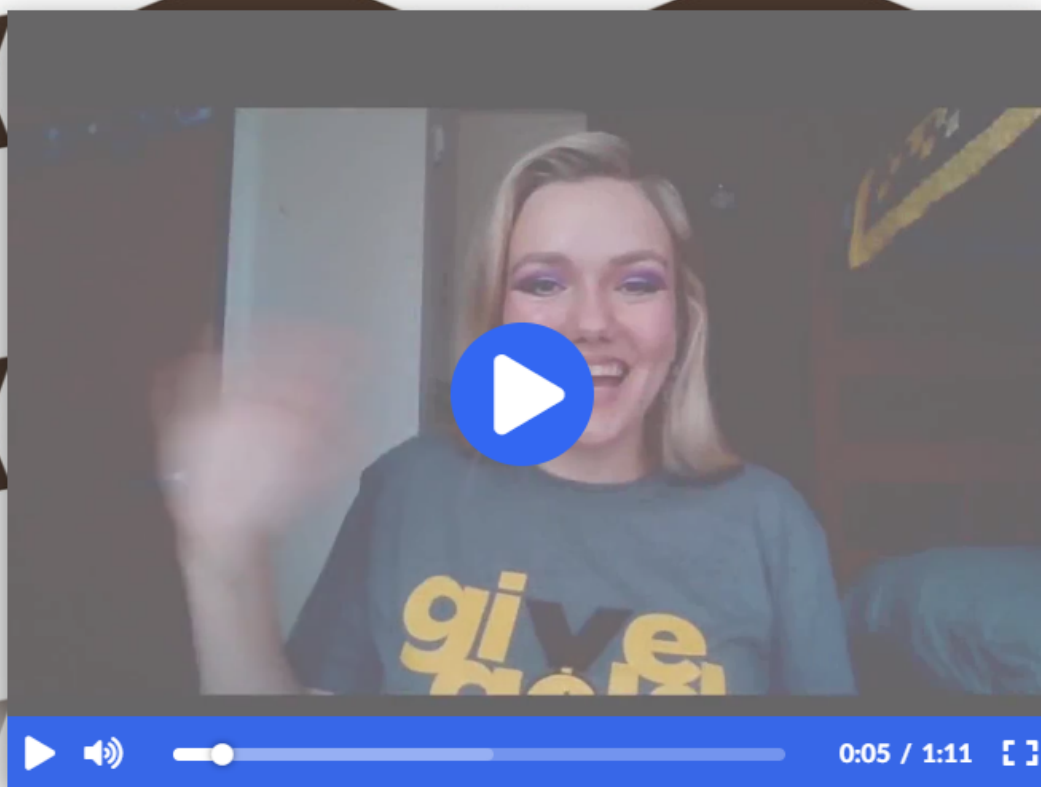
Giving Day ThankView Campaign: All student videos had a higher than average open and click rate with 37 donors downloading the video and 33 donors sharing it with their network.





SAMPLE THANKVIEW VIDEO

<https://uwyo.thankview.com/video/preview/a7d75990-4413-11ec-975e-096b00b84f58>



Thanks to your generosity, **108 campaigns** raised more than **\$2.4 million** from **3,600+ donors**. THANK YOU!

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RESPONSES FROM DONORS



“Thanks Makayla!! Delaney Borneman is like a niece to us and we're so happy she is surrounded by outstanding athletes like you. Best Wishes for a Kick Ass 2021-22 season.” – Stephanie to Makayla.

Thanks Ceejay. Nice to see a familiar face. Look forward to having you in our office after you graduate. – Stephen and Tonya to CeeJay.

“You are welcome, and thank you for the nice video. The best way, however, to thank me and everybody else for our donations is to graduate, and use your WYO education to set the world on fire! We need you! (And we especially need more women in IT! So I hope you stay in the industry and love your career there. It's treated me well.) Go Pokes! Change the world!” – Alan to Ilona.



RESPONSES FROM DONORS

“Well done campaign! thank you for the video” –
Dan and Anne Hawley to Frankie.

Hello Josie,
Very impressive thank you, I didn't expect
anything but this was awesome! Happy to help
and GO POKES!!
Have a great night!
Michelle

“Thank you Emily. Ruth's mother graduated from UW in
1928. Between us Ruth and I have 4 degrees from UW and
our two kids have 3 more. Your personal thank you met a lot
to us.” – Peter and Ruth A. to Emily.

Thanks for the fun Thank You! You are most welcome
as we are both scientists, retired, we like to help in a
small way to bring Science to the kids and adults.
Henry and Kathleen to Leiana.

“Thank you so much for the personalized video!
As a graduate of UW and member of the debate
program (1974-79) I was happy to contribute.” –
Dwight P. to Sarah.



Thank you Makayla for your sweet personal video! My husband and I both loved it! We hope to continue to support UW. Good luck in your senior year! – Jeff and Jennifer



“Danny, I enjoyed your video "thank you". You look great on screen. I am delighted with how successful the University's Donor Day went this year. Hope you are having a good year. Polly aka Marion”

That was so awesome of you to say thank you! My daughter played hockey with a few UW hockey players here in Cody. Happy that the giving day was so successful! Have a great season.. hope we can come see you & the team play sometime. – Torie to Jossie

“Outstanding! Thanks for this very nice message from Sierra” – Joseph and Lori W.

“You’re welcome 🍷 We love you too, soooo much!

Well, 2nd place isn’t bad, but sorry it wasn’t first.

Yes! Hopefully we will see you around the “holidays”. 😊

Much 🍷 love to you!” – Tamara M. to Josie



GENERAL RESPONSES

GOOD LUCK WITH
YOUR STUDIES!

THANKS FOR THE
VIDEO. GLAD TO
SUPPORT!

ENJOY THE UNIVERSITY!
BEST WISHES FOR YOU IN
YOUR FUTURE
ENDEAVORS.
WE ENJOYED HEARING
FROM YOU!

THANK YOU FOR THE
PERSONAL MESSAGE.
GO COWBOYS!



SOCIAL MEDIA RESPONSES FROM DONORS

A screenshot of a Facebook post. At the top left is a profile picture of a person. To its right is the name 'Dilnoza Kh' and the text 'October 30 at 11:16 PM · ThankView · 🌐'. Below this is the text 'Thank you for this beautiful video!' followed by '@GoPokes #UWYO #UW'. The main content is a video player showing a young man with glasses waving his right hand. At the bottom of the video player is a dark bar with a play button icon, the URL 'UWYO.THANKVIEW.COM', and the title 'A Thank You Video from a UW Student' with a subtitle 'A Thank You Video from a UW Student'. An information icon is visible on the right side of the video player bar.

Dilnoza Kh
October 30 at 11:16 PM · ThankView · 🌐

Thank you for this beautiful video!
@GoPokes #UWYO #UW

UWYO.THANKVIEW.COM
A Thank You Video from a UW Student
A Thank You Video from a UW Student



Lindsay Phelan • 2nd

Assisting Coloradans in Cancer Treatment through the Ray of Hope Cancer F...
1w •

My husband and I received one of the most unique and truly personal thank yous I've ever seen in the Fundraising world! As someone who does development every day, I was shocked and all I could think was WOW! Shoutout to the [University of Wyoming](#) Foundation for their Giving Day thank you emails! Well Done and Congrats on a successful Giving Day! Go Pokes!



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THANK YOU!

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