

Clemson Scholarship Campaign

Donor Relations Workstream Plan

General Scholarship Endowments (focus will be specific to UW or specific college):

- Scholarship video from a student at beginning of fall semester (August)
- Student Thank You Video via email—30 second thank you video from a student promptly after the gift is posted for online gifts.
- Video update from President on fundraising status/update from prior fiscal year (September/early October)
- Gratitude Message/Impact report with data points featuring student/students being supported (late November)
- UW or College-based donor appreciation events, \$50k+ UW and College invitees at discretion of college (Spring)
- Graduation Announcement/"handwritten" thank you note from scholarship recipient, vary by college (April)

Named Endowments:

- Scholarship video (August)
- Donor notification letter (Oct)
- Endowment statement (Nov)
- Student Profiles (Spring)
- UW/College-based Donor Appreciation Events
- Graduation Announcement/"handwritten" thank you note from scholarship recipient, vary by college (April)

\$1 M to \$2,499,999:

- Pre-reception for VIPs prior to University-wide Donor Appreciation Event

\$2.5 M and up (Presidential Level—these will include all touchpoints from normal processes)

- In coordination with the Office of Central Donor Relations, a unique experience with the President and First Lady will be planned for each donor for the inaugural year of the scholarship.
 - These will be highly customized and tailored to the donor's interests and passions.
 - Can include student recipients, behind the scenes access, special visit by President, invitation to join President for something special, etc.

Purple denotes NEW Stewardship Touchpoints for Scholarship Donors

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Stewardship Touchpoints Matrix

Stewardship Touchpoints	Estimated Timing	General Scholarship and Stand-Alone Program Endowments	Named Endowments			Anticipated Start Date
			\$25k to \$1M	\$1 M to \$2,499,999	\$2.5 M+	
Student Thank You Video via email	When gift is booked	X				FY21
Scholarship video featuring student	August	X	X	X	X	
Video Update from President on fundraising status/prior fiscal year update	September/October	X				FY22
Donor Notification Letters	October		X	X	X	
Gratitude Message/Impact Report with data points and student profile	November	X				FY22/FY23
Endowment Statement	November		X	X	X	
Student Profiles	March		X	X	X	
University-wide Pre-Reception for VIPs	Spring			X	X	FY22
Donor Appreciation Events	Spring	\$50k and up for University-wide Event, donor levels at discretion of college for College Events	X	X	X	
Graduation Announcement/Thank You Note	April	X	X	X	X	FY23/FY24
Customized Donor Experience	Varies				X	FY21

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Existing donors with scholarship funds/endowments will be stewarded the same way as new donors with Named Endowments.

Operational Timeline for New Stewardship Touchpoints (Estimated)

Stewardship Touchpoints	General Scholarship and Stand-Alone Program Endowments	Named Endowments		
		\$25k to \$1M	\$1 M to \$2,499,999	\$2.5 M+
Current State				
Scholarship video featuring student	X	X	X	X
Donor Notification Letters		X	X	X
Endowment Statement		X	X	X
Student Profiles		X	X	X
Donor Appreciation Events	\$50k and up for University-wide Event, donor levels at discretion of college for College Events	X	X	X
Projected Stewardship beginning in FY21				
Student Thank You Video via Email	X			
Customized Donor Experience				X
Future Stewardship for FY22-FY24 Beyond <i>*contingent on fund payouts</i>				
Video Update from President on fundraising status/prior fiscal year update	X			
Gratitude Message/Impact Report with data points and student profile	X			
University-wide Pre-Reception for VIPs			X	X
Graduation Announcement/Thank You Note	X	X	X	X

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