

Closing The Financial Need Gap Through Annual Giving And Donor Relations

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Project Background

- ▶ University Libraries at UNC Chapel Hill
- ▶ Financial Crisis
- ▶ Annual Giving and Donor Relations
- ▶ Plan and implementation
- ▶ Sustainable annual plan



Literature Review

- ▶ Best practices in Annual giving
- ▶ Best practices in Donor Relations
- ▶ Integration of both programs



Theoretical Framework

► Kurt Lewin's Change Theory

Lewin's Model



Methodology

▶ Convergent Method

- Surveys
- Interviews
- Customer Relationship Management Data



Risk and Constraints



- ▶ Personnel change
- ▶ Budget cuts
- ▶ Technology
- ▶ Impacts of Covid
- ▶ Social issues



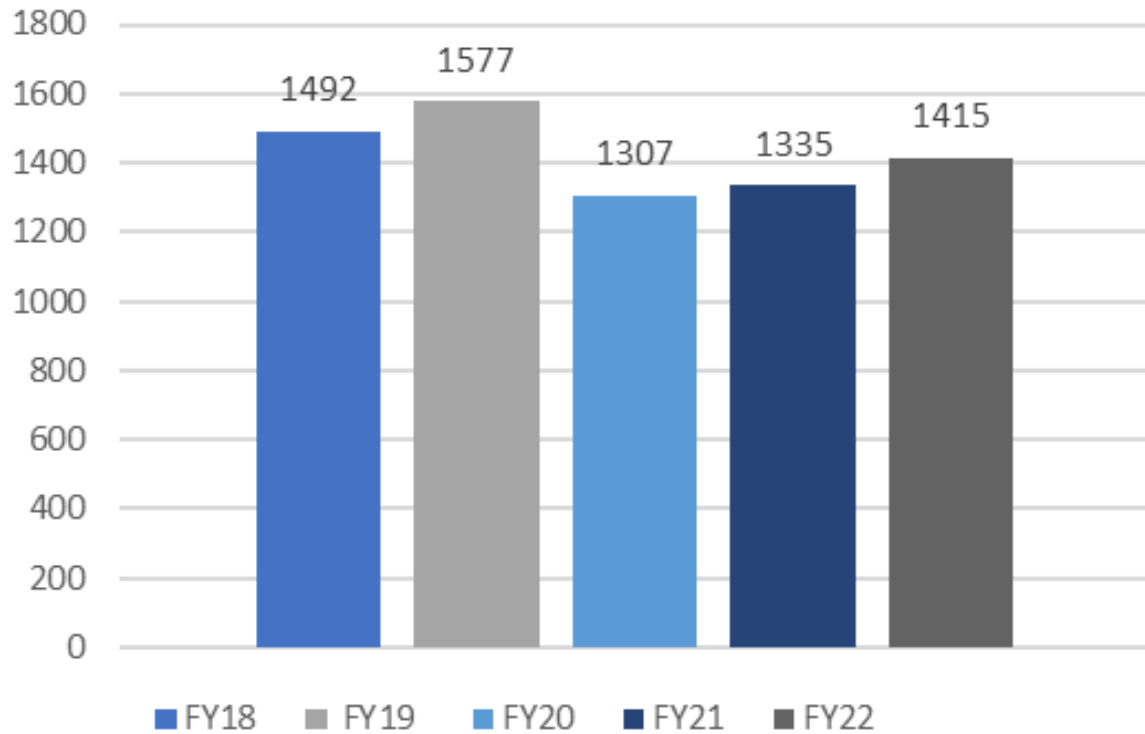
Activities

- ▶ Appeals & Solicitations
- ▶ GiveUNC
- ▶ Events
- ▶ News Letters

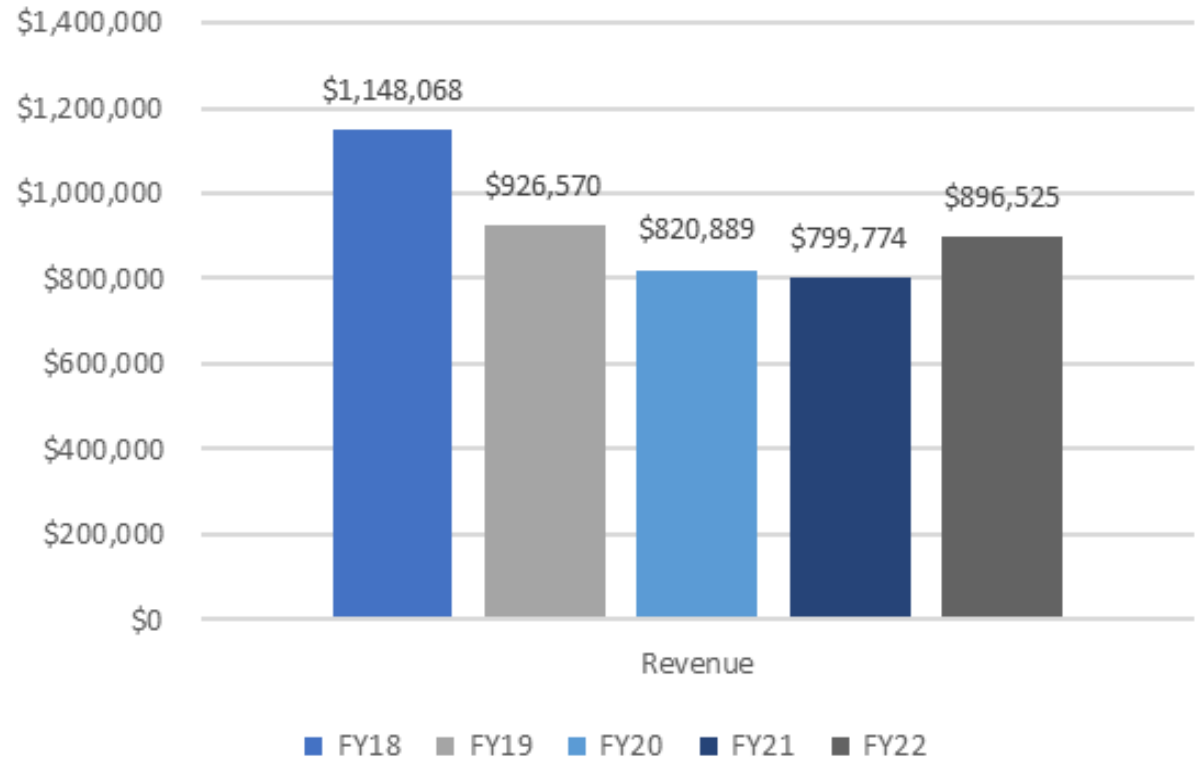


Project Results

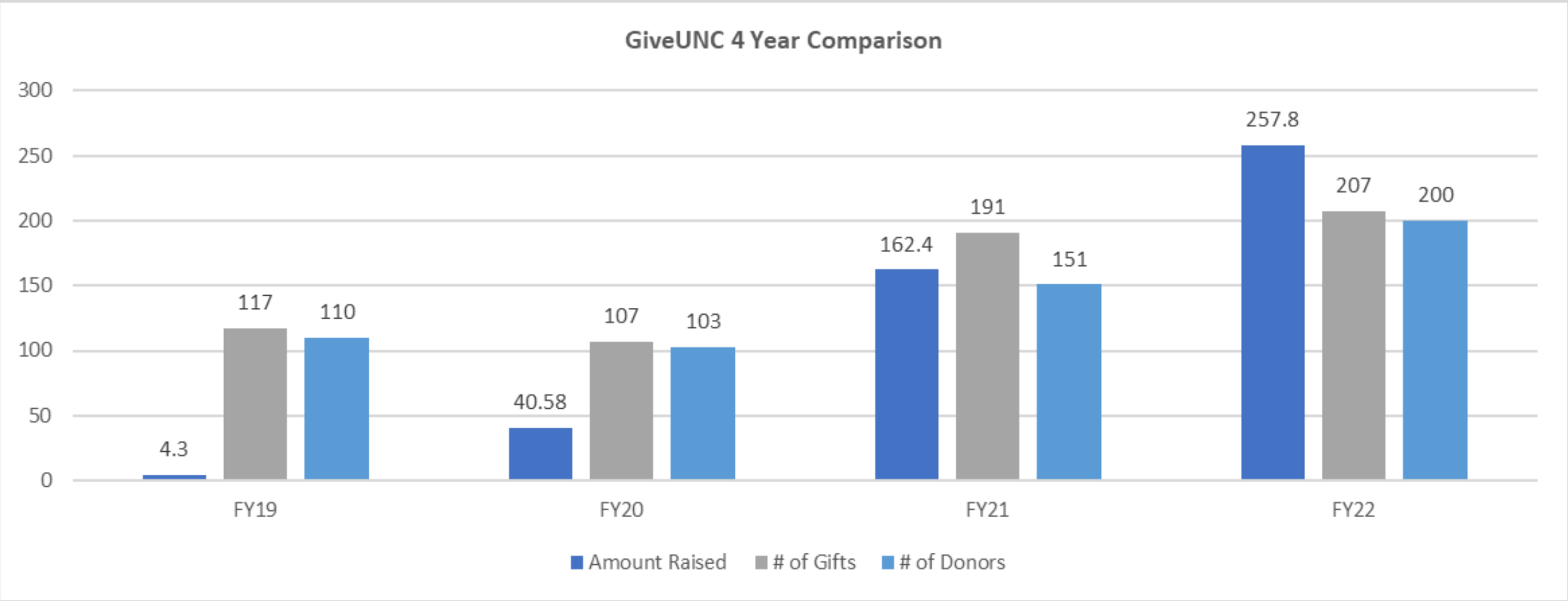
Number of Donors



Annual Giving Comparison



Project Results





Recommendations

- ▶ Increase segmentation for all communication activities
- ▶ Add team members to the University Libraries Development Team
- ▶ Create Giving Societies
- ▶ Benchmark Program



Personal and Professional Reflection

Questions



The University of North Carolina at Chapel Hill