STEWARDSHIP/DONOR RELATIONS

Start: July 2026	Budget: $33,000
Finish: June 2027	Actual YTD: $34,726.25*

STEWARDSHIP/DONOR RELATIONS WORKFLOW

Task	July	Aug	Sept	Oct	Nov	Dec
Finalize Contract w/ ThankView						
Staff Onboarding Process w/ Software						
Creation of Initial Video Content						
Initial Outreach to Donors						

RISK/MITIGATION

There is minimal risk associated with this strategic initiative. The only risk is the University Advancement staff does not fully utilize the software to its fullest capability. To mitigate this risk, we conducted onboarding to ensure staff fully utilizes the software optimally. Otherwise, utilization of this product should greatly enhance our ability to engage with prospective donors and steward existing donors.

Q1 HIGHLIGHTS

- ✓ Key staff members have been fully onboarded for the Thankview platform.
- ✓ An activity schedule has been drafted for FY 27, which outlines the planned utilization of Thankview throughout the year. We have a minimum of 11 video messages planned to be sent to various segments of donors. This will be supplemented by additional targeted videos.

Q2 OBJECTIVES

- Create initial video content and prepare for first video message distribution in conjunction with Homecoming/Reunion.
- Distribute and track videos.

*Overage was paid with UA contingency funding

Status:
Lead: Kevin Hughes
Pillars: Engage
Date: 10/08/2026

DESCRIPTION

Utilize the ThankView software to enhance our donor outreach efforts and better personalize the way in which we initially connect with potential prospects and steward existing donors.

