Discussion Item

UAC – 3 Believe In the G Preliminary Results

Background Information

Rachel Kelly, Director of Advancement Communications, will share preliminary Believe In the G results.

Beth Fischer
Vice Chancellor, University Advancement
BELIEVE IN THE G 2022
UNCG DAY OF GIVING

Rachel Kelly ‘07, ’09 MPA
Director of Advancement Communications
BELIEVE IN THE G

1,891 MINUTES TO MAKE AN IMPACT

7:00am Tuesday, March 15 to 2:00pm Wednesday, March 16
2022 GOALS

- Dollars: $1 Million (+20%)
- Donors: 1,260 (+10%)

Call to Action: Give Now
NEW IN 2022

- Committee planning structure
- Robust ambassador program
- Segmented communication strategy
- Spartan Storytellers
MEET THE SPARTAN STORYTELLERS

Avery
Senior
Marketing

Maya
Freshman
Media Studies

Thyrah
Junior
Psychology

Natalie
Junior
Graphic Design

Duncan
Senior
Media Studies

Nicole
Senior
Communications
NEW IN 2022

• Committee planning structure
• Robust ambassador program
• Segmented communication strategy
• Spartan Storytellers
Thank you for believing in me and supporting UNCG!
GIVING DAY HIGHLIGHTS

• Over 40 matching and challenge gifts made

• 78 Ambassadors generating over $21,000 in gifts
$1,000,000+ Raised
THANK YOU
for Believing in the G