

University of Texas System Annual Giving Training Proposed Curriculum

- **Stop Channel Fighting - Building a Cross-Channel Annual Giving Calendar:** Your channels should work as a team, not compete with each other. Mailing, calling and sending emails at the same time is not an effective strategy. This session will cover the importance of sequencing and timing within an annual giving program and will provide real-life examples of how to structure and order your channels so they all work in concert.
- **Budgeting For Next Year:** Annual giving programs can be the most costly component of a development operation. While goals increase every year, the budget rarely follows suit. This session will outline how you can create a realistic budget that accounts for your annual giving costs. Additional topics will include: building the case for additional budget, reallocating existing budget dollars to get more out of your program, adjusting your strategy to fit your budget and how to get other departments on campus to share in the cost of annual giving.
- **Great Expectations:** Why is the direct mail response rate so low? Why aren't we raising more money via email? Why is ROI lower for phonathon than other channels? Can we grow our number of donors by 5% next year?

Almost everyone in annual giving is asked these questions by their leadership team and other stakeholders on campus. Understanding industry trends and your program's performance can help you manage expectations to ensure your annual giving program doesn't come under constant fire.

In addition to sharing the latest industry trends, we will illustrate how to analyze and share your own results to set realistic expectations regarding your annual giving program's performance.

**Any UT school attending the Academy can receive a free phonathon benchmarking report or calendar year end direct mail report upon request.*

- **Know your Audience:** This session will focus on *why* and *how* successful organizations use segmentation to drive messaging, creative design and results. We will teach you what you need to know about your audience to segment effectively and how to avoid the over-segmentation trap.

Attendees will leave this session with a clear roadmap that can be used to create consistent meaningful segments across all their channels.

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About RuffaloCODY

Our core business is providing strategy and implementing solutions that enhance the level of alumni engagement, data integrity, giving, and stewardship for our clients to help them achieve their goals.

We understand that every organization has different goals, challenges and resources. Our annual giving workshop would highlight trends and solutions that we have successfully implemented at a wide range of institutions across the U.S., Canada, and Australia.