

VIRTUALLY BUILDING STRONG CONNECTIONS

Create and build authentic connections with your most valuable constituents

GIVE AS MUCH AS YOU GET

The University of Denver's Career & Professional Development and Alumni Engagement teams worked together to create a lineup of value-added information sharing and community building events featuring DU faculty and field experts.



THOUGHTFULNESS DEEPEN RELATIONSHIPS

Sending thoughtful, simple and useful gifts and planning a campaign to call or email donors to ask how they are doing through the pandemic serve to remind your donors why they give and encourage donors to remember how important they are to the institution.



STAY CONNECTED

Hosting virtual events, such as virtual tailgate parties, wine pairing and other special interest events is a fantastic substitute for in-person events. Simply request an RSVP and send a personalized box of supplies ahead of time to be used during the event.



RESEARCH DONORS TO PERSONALIZE THE EXPERIENCE

Use prospect research and wealth screening tools to learn about your donor and alumni's capacity to give and spend additional time researching donors and alumni with high giving potential in order to personalize their experience with you.



SAY THANK YOU WITH SHOW AND TELL

Follow up with an impact story to tie a donation back to a specific cause or goal. Create a video, write a story with vivid images, or share the results in an exciting and personal way that helps your donor feel like they've made a difference as well as creating a sense of pride that will spur future giving.

