

Writing Workshop for Advancement Professionals Debbie Meyers & Lynne Wester

Chat Transcripts from the webcast

Justin: The Department of Finance

Jennie Erikson: our great campus

Montclair State University: the University

Lynne: trustees

Anne Louise Cropp: the college

University of Pittsburgh at Bradford: our campus community

Becky Burgess: The Alumni Association

University of Houston 2: the University of Houston

Megan Christopherson: those who will benefit from your generosity

Knox College: the entire Knox community!

Cara: generous gift

Trinity International University: generous gift

Knox College: generous gift

Nancy Stansbery: generous gift

Biola University: generous gift

University of Regina: generous gift

Shannon Paleologos: continued support

Jessica Robertson: generous support

Becky Burgess: donation

Tennessee State University: generous gift

Auburn University: generous donation

Robin Melendez: generous gift

University of Hartford: donation

Sarah: recent gift

Michigan State University 2: outstanding support

Marshall University Foundation: significant contribution

University of Houston 2: consistent support of

UH: continued support

Trinity International University: faithful support

Anne Louise Cropp: generous commitment

Jennie Erikson: meaningful gift

Lynne: spectacular elephant

Megan Christopherson: generous commitment

Lynne: LOL

Cara: loyal

University of Houston 2: continued engagement

Columbia University: ^^

Knox College: financial support

Sarah: generous support

Anne-Marie: ongoing generosity

University of Hartford: scholarship support

Christine Murphy: motivates

Muhlenberg College: gift empowers

CLH: gift supports

Justin: your thoughtful gift

Diana Johnson: impacts

Lynne: NOUN VERB

Biola University: gift supports

Megan Christopherson: dedications inspires

Jennie Erikson: support and generosity

Cara: committment propels

University of Hartford: impcts

UH: gift enhances

Megan Christopherson: *dedication

Lynne: good one cara!

University of Hartford: loyalty

Auburn University: support

Montclair State University: genoristy

Jennie Erikson: vision

Anne-Marie: foresight

Shannon Paleologos: dedication

CLH: dedication

Paula DeCosta: commitment

University of Hartford: investment

Biola University: support

University of California San Diego: kindness

Marina: commitment

Emmy Okazawa-Bortolin: commitment

Biola University: generosity

Lynne: generosity!

University Of North Carolina, Chapel Hill: generosity

The Gunnery School: gernessity

University of Hartford: pledge

Emmy Okazawa-Bortolin: help

University of Idaho 2: helpexample

Jessica Robertson: success

Marina: strategic

Anne-Marie: critical

Anne Louise Cropp: ambitious

Biola University: ambitious

University of North Dakota: ambitious

University Of North Carolina, Chapel Hill: ambitious

University of Hartford: strategic objective

University at Buffalo: lofty

Mae: lofty

University of Regina: inspirational

Duke University: ambitious

Jennie Erikson: inspirational

UMass Dartmouth: yearly

Felicia-Georgia Gwinnett College: mission

Lynne: LOFTY?

Jessica Robertson: inspirational

Muhlenberg College: ultimate

Oakland University: Audacious

Jessica Robertson: illimitable

Knox College: academic excellence

Lynne: lol

Emmy Okazawa-Bortolin: learning opportunities

Felicia-Georgia Gwinnett College: mission driven

Nancy Stansbery: changing lives

University of Hartford: leadership

Lynne: inspirational excellence

Tuck School of Business: innovation. :)

Anne Louise Cropp: transformative education

Baldwin Wallace University: extraordinary engagement

Megan Christopherson: future innovations

Shannon Paleologos: innovative curriculum

Duke University: making a global impact

Jennie Erikson: delivering a positive impact on humanity

Becky Burgess: scholarship support

Diana Johnson: scholarship support

Knox College: OMG we are all going to be replaced by robots

Lynne: YES

Lynne: not inspiring to donors at all

Lynne: mechanical

Jessica Robertson: are

Aliza Inbari: are

Emmy Okazawa-Bortolin: are

Trinity International University: Your loyalty & pride inspires us all

Trinity International University: inspire*

University Of North Carolina, Chapel Hill: Please advance slide

Lynne Wester: I'm back!

Christine Murphy: Write the first 2-3 sentences to the donor.

Debbie: CHALLENGE: say thank you without saying thank you.

Debbie: How can you NOT love someone whose last name is Richwine?!

Lynne Wester: HER book is entitled With Gratitude

Marina: Our students have been given better learning opportunities because of you.

Tuck School of Business: Twenty-five years ago you started giving to our school, we have not been the same since.

Al Gwen Doyle: Jennifer's book: <https://www.amazon.com/Gratitude-Power-Thank-You-Note/dp/150322046X>

Debbie: Marina -- redraft to use active voice

Oakland University: Your commitment has inspired generations of students at Oakland University.....

Emmy Okazawa-Bortolin: What a friend you have been to our university

University of Alberta 4: We've come a long way together, baby.

UH: Your enduring support has enhanced the educational landscape and the lives of our students. We greatly appreciate you and your generosity.

The Gunnery School: You have been a loyal advocate for Gunnery students for over 25 years.

The Gunnery School: *have

Erin: You're no quitter!

Carthage College: continuous support

UMass Dartmouth: Tia, you amaze me. Congratulations on a quarter of a century of giving!

Nancy Stansbery: You have changed the lives of countless students through your loyal giving.

Jessica Robertson: You have left a legacy on the new generation of students at the University of Virginia.

Fuller Theological Seminary: For more than two decades, you've been changing the world. By giving to the scholarship fund, you've helped seminary students

Isu: indicate in the letter this is the 25th year of giving and we've come a long way baby

Sam: Twenty five years. Wow. Let's have lunch soon to celebrate you and all that you do for the university.

Columbia University: warm wishes from Columbia University. We want to acknowledge your continued loyalty and commitment to the legacy of our school. Our community of students, alumni and professors are transformed because of you.

Felicia-Georgia Gwinnett College: You have made a difference in the lives of scholars for over 25 years. Wow!

University of Waterloo: Wow! Twenty-five years is a long time and you have changed students lives!

SUNY New Paltz: You again? You must really love what SUNY New Paltz does for young people and the way we change New York State

MSU: Through your vision and generosity, you are an inspiration to others.

Biola University: What a legacy! Because of your dedication, together we've made change happen for our students.

University of Waterloo: ...so many "damn" students lives!

Muhlenberg College: mention an important historical note from the year they started giving?
"Remember when...?"

Jessica Robertson: A quarter of a century of dedication! We appreciate you.

University of Houston 2: You truly are an indispensable part of our Cougar family. By supporting students, you are changing students' lives.

York University: You have been a long standing supporter of Schulich from the moment you graduated in 1987 to today - thank you! We are fortunate to have your loyalty and friendship.

Montclair State University: Over the years, your support has resonated through our University community. You have helped cultivate 25 years worth of great leaders. Thanks for a quarter century of tremendous support.

Emmy Okazawa-Bortolin: You are our hero

Baldwin Wallace University: 25 years ago, you made a decision that has changed many lives.

Emory University: For over a quarter of a century you have entrusted Emory with your (dreams) to support students in their aspirations for a college education.

Debbie: Acceptable use of quotation marks.

Debbie: And do it immediately!

Debbie: First sentence!

Debbie: Fogg Index of about 2,000

Jessica Robertson: You: 2

Biola University: long lists!

Cara: Repetitive sincerely

Nancy Stansbery: generic

University of Regina: It is focused on the institution.

University of Hartford: needs a paragraph break!

UH: This is more about the university than about the donor.

Montclair State University: Use of we, us, etc.

Mae: one long sentence, but we are in favor of the oxford comma! :)

Muhlenberg College: vague concepts, no specifics

Biola University: "wonderful gift"

Megan Christopherson: university focussed

Darlene Flook: signed by a cfo and advancement professional instead of student or someone more compelling

Shannon Paleologos: lost my attention after 1st sentence

Fitchburg State University: "our success"

Mae: but if it comes from CFO hte donor can use this as the tax receipt

Muhlenberg College: does "active participation" imply that there could also be "inactive participation"?

University of Idaho 2: explain or give examples of how excellence is pursued at XXXX

Debbie: YES, Idaho!

Tuck School of Business: So can you ever mention the size of the gift in a thank you?

Lynne Wester: You don't want to mention the size of a gift in a thank you-

Lynne Wester: just like you would never in a hand written note

Lynne Wester: :)

Debbie: Nails on chalkboard

heather lewis: advance slide?

Debbie: Thanks, Heather!

Hampshire College: At Hampshire College, we do use alum, which may be casual or may not assume a binary gender system.

Leaving a lasting mark on higher education

University of Waterloo: Whats your advice for creating a powerful one pager leave behind case for support? storytelling as main piece?

Lynne Wester: Thanks Hampshie and Waterloo!

Lynne Wester: "If I had more time, It would have been shorter" edit edit edit!

University of Waterloo: Do you have examples or advice for sending thank you e-mails?

Debbie: Lynne has a ton of examples on her website

Debbie: donorrelationsguru.com

Debbie: Keep it short!

Debbie: Short but meaningful and sincere.

University of Idaho 2: "Incredible" what does that mean?

Debbie: LOL -- incredible GOOD or incredible BAD?

Debbie: Adam Grant -- emails

Lynne Wester: <https://www.linkedin.com/pulse/20130624114114-69244073-6-ways-to-get-https://www.linkedin.com/pulse/20130624114114-69244073-6-ways-to-get-me-to-email-you-backme-to-email-you-back>

Michigan State University: Reading my mind Lynne

Tuck School of Business: link did not work

Duke University: It says that the article is not available

Lynne Wester: <https://www.linkedin.com/pulse/20130624114114-69244073-6-ways-to-get-me-to-email-you-back>

Duke University: thanks!

Lynne Wester: sorry pasted twice!

Michigan State University: Thank you!!

Emmy Okazawa-Bortolin: We hold thank-a-thons 2x a year where students write thank yous - I try to send immediate acknowledgement/thank you's from my office as I am new in my role and no one had ever done much stewardship before - is this not a good idea?

Lynne Wester: You have to thank them in the channel in which they give

Lynne Wester: use strategic thank yous

Lynne Wester: have a plan

Emmy Okazawa-Bortolin: Ok thanks

Lynne Wester: :)

Lynne Wester: my pleasure

Emory University: Thank you

Emmy Okazawa-Bortolin: Just that I have so much back-peddling and trying to re-earn trust and confidence of donors who have been "neglected" in the past...will work on a plan then.. =)

Aliza Inbari: Thank you!!

Robin Melendez: This was very helpful, thank you!

Duke University: thanks!

Michigan State University: Thank you!

Lynne Wester: You inspire us!!

UMass Dartmouth: Thank you!

Justin: thank you both

UH: Thank you!

California Polytechnic State University: YOU are great.. thank you from California! :)

Lynne Wester: My pleasure!

Felicia-Georgia Gwinnett College: Thank you!

Debbie: Emmy, quotation marks!

Biola University: Thank you!

Lynne Wester: Thank you Debbie!

Nancy Stansbery: Your workshop was worthwhile!

New Jersey Institute of Technology: Thank You!

Marina: Thank you so much!

Megan Christopherson: Thank you, Lynne and Debbie!! Damn informative!

Cara: Thanks! :)

Lynne Wester: Damn fine attendees!

Tuck School of Business: thank you

Columbia University: Thank you Lynne and Debbie!

Sam: Thanks from Sam, Meredith, and Karla

Debbie: XOXOX

University of Hartford: Thank you!

Emmy Okazawa-Bortolin: Merci beaucoup!

Bentley University: Thank you!!

University of Delaware: thank you!

Diana Johnson: Thank you!

What are synonyms for "Gift" and "Thank You"?

Christine Murphy: What are synonyms for "Gift" and "Thank You"?

Christine Murphy: gift = Support

University Of North Carolina, Chapel Hill: commitment

Tuck School of Business: philanthropy

Isu: kindness

Tuck School of Business: TY-appreciate

University of Hartford: Gift: Donation, support, pledge



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Duke University: donation, contribution, the ability to make an impact, fund, a way to make things possible, stewardship, gratitude, acknowledgement, generosity, philanthropy

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