

Rethinking Your Faculty & Staff Giving Campaign

Janine Kraus

Please find a list below of additional resources from the “*Rethinking Your Faculty & Staff Giving Campaign*” webcast. These resources can help you develop your own templates for communications you might want to put into place for your own faculty/staff giving campaign. If you wish to print only certain resources, you may click their respective links to jump directly to them in the packet.

Pre-Webcast Resources

1. [Checklist](#) – Pages 2-3 – This month to month planning overview will help you organize your own faculty/staff giving campaign.
2. [Cover letter example](#) – Page 4
3. [Pledge Form front](#) – Page 5
4. [Pledge Form back](#) – Page 6
5. [First Email](#) – Pages 7-9
6. [Reminder Email](#) – Pages 10-11
7. [Alumni Reminder Email](#) – Pages 12-13
8. [Extension Reminder Email](#) – Pages 14-15
9. [Deadline Email](#) – Pages 16-17
10. [FAQs part 1](#) – Page 18
11. [FAQs part 2](#) – Page 19

FACULTY/STAFF CAMPAIGN

- December
 - Select Gift
 - Reserve meeting space for lunch
 - Set campaign dates (with extension added)
- January
 - Set up face to face meetings with potential chairs
 - Get on faculty senate and staff assembly calendars
 - Send in data request
 - Identify total # of employees
 - Need alumni / employee information also for special segment
 - Need all employee TCU email addresses
 - To segment donors out for follow-up emails
 - Send request to HR to request an employee list.
 - Both lists should be reconciled.
 - Submit advance notice to *TCU This Week*
 - Scan chair signatures
 - Order supplies
 - Letterhead, large white envelopes (for packets), return envelopes, F/S labels (4x6), paper for colored inserts, extra colored ink cartridge for color printer, #10 envelopes for thank you letter. Print deadline on label.
- February
 - Update ppt. presentation
 - Make several versions for different offices
 - Update Q & A form
 - Email should be sent from Chair to VC's and Deans
 - Regarding reps – no later than Feb. 18
 - Keep Sandy Callahan (Neeley) in mind for rep – reference Julie Whitt
 - Meet with web manager
 - Website updates
 - Emails
 - Review handling procedures with gift processing
 - Receive database (first look) Feb. 16
 - Get materials from writer
 - Letter edits from back from chairs (due Feb.23)
 - Alumni and employee version
 - Article for *TCU This Week* (Due Mar. 23)
 - Thank you letter (Due Apr. 6)
 - Chancellor's thank you email (due May 1)
 - Are we doing stories?
 - Receive final database (Final Feb 25)
- Early March
 - Run initial reports
 - Rep lunch reservations (food, finalize set up and count with Cheryl) March 25
 - Send email to *TCU This Week*
 - Send out instructions to reps in an email with timeline. We will give due date for packets to be delivered to their co-workers. April 2
 - Set dates for reminder emails
 - Send to only those who didn't give
 - Do separate emails for alumni/employees
 - Keep up with new employees at HR orientation sessions

- March
 - Complete updates to website, emails, links
 - Determine date to have packets printed and ready for distribution
 - Dept. rep lunch – hand out packets/March 25
 - Reps return any incorrect packets
 - Set a “special” date for physical plant to turn their packets in to us. (Too late last year)
 - Double check all F/S web links
 - **March 18 (with due date of Apr. 1)** Run report of F/S gifts and pledges made from Jan. 1 through start date of campaign.
 - Exclude bequest
 - Add this information to database
- Start date
 - Email blast
 - Acknowledgement letters
 - Send immediate email thank you for all online gifts and online payroll deductions (automatic this year)
- May
 - Thank you message from chancellor/Sticky Note
 - Set date
 - Send info to all departments with results of campaign
- FOR NEXT YEAR
 - Pull list of married employees
 - Review database and dollar amounts

Dear «PrefName»:

As a member of the Horned Frog community, you play a vital role in the University's success! Whatever your job, you have an impact in providing an unequaled, day-to-day experience for our students. Students like Megan Farrelly, a senior business information systems major from Fort Worth. "Being involved on campus has allowed me to develop the essential skills to be an effective leader, including teamwork and communication," Megan explains. "Scholarship and financial aid offers were more than a significant factor in determining where I would attend college. I graduated a semester early from high school to attend Tarrant County College. This allowed me to transfer into TCU with an academic transfer scholarship."


We appreciate the many contributions you already make to help provide rich, life-changing experiences for students like Megan.

We can be proud that 78 percent of our faculty and staff made a gift last year. I hope that we can count you in this year. You can be confident that every dollar will directly benefit TCU students.

While Megan makes plans for her future, she is confident she will stay involved with the University after she graduates in May. "I wanted to continue the family tradition that spans four generations," Megan explains. "I couldn't imagine my life without having Horned Frogs around me. TCU has given me so much and significantly influenced my past and future. I couldn't be prouder to call myself a Horned Frog and a part of the global TCU family."

Thanks for your support and for all you do to provide a truly special university experience for our students!

Sincerely,



Janine Kraus, Ph.D.
Assistant Vice Chancellor of Annual Giving Programs

**P.S. Please consider how important it is to keep a TCU degree attainable.
A whole new generation of Horned Frogs is depending on us!**



FACULTY-STAFF ANNUAL CAMPAIGN

TCU BOX 297440 ♦ Fort Worth, TX 76129 ♦ 817-257-7800

Pledge Payment / Payroll Deduction Form

Name «PrefName» «LNAME» PeopleSoft/TCU I.D. #: «ID»

Your gifts from June 1, 2012 to May 31, 2013 were «LastFY_Total».

Your current payroll deduction per pay period is «PR_Ded».

♦ **Yes! I want to support TCU!**

Payment Method:

To make a gift online, visit:
www.annualfund.tcu.edu/facultystaff/

- \$ _____ **Check** (please enclose check payable to TCU)
- \$ _____ **VISA/MC/Discover/AMEX#** _____ Exp. Date: _____
- Payroll deductions:** (Deduction year is June 1 – May 31) I am paid:
 - New** payroll deduction of \$ _____ per pay period. **Bi-Weekly** **Monthly**
 - Change** my payroll deduction to \$ _____ per pay period. **Bi-Weekly** **Monthly**
 - Leave** my payroll deduction the same as last year. *(Shown above)*
- My spouse works for a Matching Gift Company:** _____ (Name of Company)
For more information on matching gift companies, visit: www.matchinggifts.com/tcu

I authorize payroll to deduct the above amount from my payroll check starting **June 1, 2014**.
I understand this deduction will continue until I notify payroll to cancel it.

Signature _____ TCU ext. _____ Date _____

Please use my gift to support:

Designations:

Please indicate the amount or percent of your gift to be applied for each designation

- | | |
|--|---|
| _____ University's Greatest Need | _____ College of Fine Arts |
| _____ TCU Student Scholarships | _____ College of Science & Engineering |
| _____ TCU Frog Club (Athletic Scholarships) | _____ Harris College of Nursing & Health Sciences |
| _____ Mary Couets Burnett Library | _____ John V. Roach Honors College |
| _____ Student Affairs | _____ Neeley School of Business |
| _____ AddRan College of Liberal Arts | _____ Ranch Management |
| _____ Bob Schieffer College of Communication | _____ Brite Divinity School |
| _____ College of Education | |

Other (please specify): _____

The B.M. and Frances Britain Society: _____ TCU is included in my estate plans.

_____ I would like more information about including TCU in my estate plans.

14FS «FS_Code» «DEPT_NO»

To view your giving history, visit my.tcu.edu and click on gift register under employee self-service.

Be counted as a donor to TCU!



Office of Annual Giving

The Annual Fund provides operating budget support to directly benefit every student and faculty member. Unrestricted resources for current use help defray operating expenses and also underwrite scholarships, research and athletics. The University can apply these funds where they are needed most.

The Clark Society

The Clark Society honors TCU's leadership donors (*gifts of \$1,000 or more per year*) through special programs including educational seminars, tours and recognition events.



The Addison & Randolph Clark Society:			
Member	\$1,000 a year	\$83.34	\$38.46
Director	\$2,500 a year	\$208.34	\$96.15
Dean's Council	\$5,000 a year	\$416.67	\$192.31
Chancellor's Council	\$10,000 a year	\$833.34	\$384.62



TCU Frog Club

TCU has been competing in intercollegiate athletics for over a century. Since 1940 the TCU Frog Club has been supporting our student-athletes through fund raising to underwrite scholarships for young men and women who participate in Horned Frog Athletics.

A \$1,000 gift to the Frog Club also qualifies you as a member of the Clark Society.

Making your gift is easy and can be done several ways:

- 1) Complete and form and send to: **Faculty-Staff Annual Campaign, TCU Box 297440, Fort Worth, TX 76129**
- 2) Make a gift by credit card or payroll deduction online at <http://www.annualfund.tcu.edu/facultystaff/>
- 3) In person-The Annual Fund office is located at Sadler Hall, Suite 3000
- 4) Call us at 817-257-7800 to make a credit card gift over the phone.



April 1, 2013

Dear Ramiro:

As a member of the Horned Frog community, you play a vital role in the University's success! Whatever your job, you have an impact in providing an unequaled, day-to-day experience for our students. Students like Tiana Lewis, a strategic communication/graphic design double major from Omaha, Nebraska. "It absolutely amazes me how much everyone at TCU is willing to give students to ensure that they have a quality education," she says. "Without the help of TCU through grants and scholarships, I wouldn't have had this opportunity."

We appreciate the many contributions you already make to help provide rich, life-changing experiences for students like Tiana.

We can be proud that **75 percent of our faculty and staff** made a gift last year. I hope that we can **count you in** this year. You can be confident **every dollar will directly benefit TCU students.**

While Tiana makes plans for her future, she is confident she will stay involved with the University after she graduates in 2015. "TCU gives you the opportunity to create the life you want," she adds. "When something has a chance to take hold of your life – of your forever – it is truly something special."

Thanks for your support and for all you do to provide a "truly special" university experience for our students!

Sincerely,
Janine Kraus, Ph.D.
Assistant Vice Chancellor of Annual Giving Programs



"Without the help of TCU through grants and scholarships, I would not have had this opportunity."

– Tiana Lewis

Campaign Committee Members:

MAKE A GIFT TODAY

Giving Information:

June 1, 2011 - May 31, 2012

Your 2012 Fiscal Year Gifts:

\$0.00

Payroll Deduction Per Pay Period:

\$0.00

Gift Designation(s) FY2012:

N/A

Campaign Deadline:

April 24, 2013

Important Links:

[Make a Gift Online](#)

[Online Payroll Deduction Form](#)

[Print Payroll Deduction Form](#)

[Visit the Faculty / Staff Website](#)

[Frequently Asked Questions](#)

[Learn about Matching Gifts](#)

[TCU Gift Recognition Levels](#)

[2012 Department Participation](#)

You can make a one-time or recurring gift online using credit, debit or bank draft, by clicking <http://www.makeagift.tcu.edu>.

To establish, change or leave your payroll deduction the same please, [click this link](#) and complete the information online. *(Please remember your payroll deduction gift will continue until you notify Janine Kraus at*

Karen Baker
Terri Chanlatte
Caitlin Dodd
Chris Farley
Terry Haney
Jack Hesselbrock
Judy Hobart
Debi Iba

Clark Jones
Dave Mestemaker
Matt Millns
Jean Mrasek
Leo Munson
Victor Neil
Ron Pitcock
Liz Rainwater

Mo Rodriquez
Marie Schein
Alan Shorter
Tammy Smetters
Dan Williams
Robin Williamson
Dale Young

j.kraus@tcu.edu.)

Football Season Tickets: If you are renewing football scholarship seating and/or parking, you should have received a renewal from the Athletic Office. We are receiving this info from Athletics and it will count in the Faculty/Staff Annual Campaign.



www.tcu.edu

Kraus, Janine

From: noreply@imodules.com
Sent: Monday, January 27, 2014 9:39 AM
To: Childress, Stacey
Subject: PREVIEW: There is still time to support TCU!



BE COUNTED FOR TCU

FACULTY / STAFF ANNUAL CAMPAIGN

There is still time to support TCU in the Faculty/Staff Annual Campaign! Deadline is April 24th.



Did you know that you could also provide a lasting influence by including the University in your estate plans? It can be as easy as listing TCU as one of the beneficiaries of your retirement plan or life insurance policy. It's a simple way to recognize the university that has been so important to you. As one Horned Frog put it, "I love the thought of helping new generations after I'm gone."

If you intend to include the University in your estate plans, please let us know so that we may recognize you as a member of our legacy society. Britain Society members receive special benefits like books by respected authors and invitations to

MAKE A GIFT TODAY

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thought-provoking lectures. In the past year, members have also enjoyed tours of Southfork Ranch and the Mary Kay Museum in Dallas.

We would be delighted to welcome you to this steadfast group of Horned Frogs. Please let us know if you would like to become a member of the Britain Society by replying to this email. Thank you!

Sincerely,
Janine Kraus, Ph.D.
Assistant Vice Chancellor of Annual Giving Programs

Campaign Committee Members:

Karen Baker	Clark Jones	Mo Rodriguez
Terri Chanlatte	Dave Mestemaker	Marie Schein
Caitlin Dodd	Matt Millns	Alan Shorter
Chris Farley	Jean Mrasek	Tammy Smetters
Terry Haney	Leo Munson	Dan Williams
Jack Hesselbrock	Victor Neil	Robin Williamson
Judy Hobart	Ron Pitcock	Dale Young
Debi Iba	Liz Rainwater	



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Fort Worth, TX 76129
817.257.7000

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From: noreply@imodules.com
Sent: Monday, January 27, 2014 9:36 AM
To: Childress, Stacey
Subject: PREVIEW: There is still time to support your University!



BE COUNTED FOR TCU

FACULTY / STAFF ANNUAL CAMPAIGN

There is still time to support TCU in the Faculty/Staff Annual Campaign! Deadline is April 24th.

As a **graduate** and **employee of TCU**, you make a difference every day, sharing your time, talent and purple pride. There's another way you can help – by making a gift through the Faculty/Staff Annual Campaign. In addition to benefiting students and the University, giving back is a way to show you believe in the mission of TCU, in the work we do, and in the students we educate.

Scholarships are still a top priority.

You may designate your gift to TCU Student Scholarships to make an immediate impact on deserving students like Tim Cason, a senior Communication Studies major.

Last year, the University celebrated a record-breaking 75 percent participation rate in the Faculty/Staff Annual Campaign! This year, we hope to set a new record. Every gift — **regardless of size** — makes a difference to our university. **Your gift does double-duty**, also strengthening the alumni participation rate!



"Without financial aid and scholarships, I would have missed out on the life-changing experience that has been TCU."

– Tim Cason

MAKE A GIFT TODAY

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Football Season Tickets: If you are renewing football scholarship seating and/or parking, you should have received a renewal from the Athletic Office. We are receiving this info from Athletics and it will count in the Faculty/Staff Annual Campaign.

Please make a gift online at www.annualfund.tcu.edu/facultystaff by April 24. Feel free to call the Office of Annual Giving at Ext. 7800 if you have any questions.

Thank you for everything you do to make TCU a great university!

Sincerely,
Janine Kraus, Ph.D.
Assistant Vice Chancellor for Annual Giving Programs

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Sent: Monday, January 27, 2014 9:35 AM
To: Childress, Stacey
Subject: PREVIEW: There is still time to support TCU!



BE COUNTED FOR TCU

FACULTY / STAFF ANNUAL CAMPAIGN

Deadline Extended!

We're close to reaching our goal, so the deadline for the Faculty/Staff Annual Campaign has been **extended through April 30!**

As a member of the TCU family, you make a difference every day, sharing your time and talents. Giving back is another way to show you believe in the mission of the University, in the work we do, and in the students we educate. Last year, TCU celebrated a record-breaking 75 percent participation rate in our Faculty/Staff Annual Campaign. Please help us exceed that rate this year!



"TCU was my top choice university to attend, and with scholarships, it became a reality."

– Brianna Ortballs

Scholarships are still a top priority. "TCU was my top choice university to attend, and with scholarships, it became reality," says Brianna Ortballs, a senior nursing major. "There is no way my experience at another university could have compared to my experience at TCU. The opportunities I've had and the amount I've grown as an individual are unmatched." You may designate your gift to TCU Student Scholarships to make an immediate impact on deserving students like Brianna.

Every gift – regardless of size – makes a difference to our university. Please think about what is important and give to

MAKE A GIFT TODAY

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- [2012 Department Participation](#)

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To establish, change or leave your payroll deduction the same please, [click this link](#) and complete the information online. *(Please remember your payroll deduction gift will continue until you notify Janine Kraus at j.kraus@tcu.edu.)*

Football Season Tickets: If you are renewing football scholarship seating and/or parking, you should have received a renewal from the Athletic Office. We are receiving this info from Athletics and it will count in the Faculty/Staff Annual Campaign.

what would be most meaningful to you. Thank you for everything you do to make TCU a great university!

Please make a gift online at www.annualfund.tcu.edu/facultystaff by April 30. Feel free to call the Office of Annual Giving at Ext. 7800 if you have any questions.

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Assistant Vice Chancellor for Annual Giving Programs

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From: noreply@imodules.com
Sent: Monday, January 27, 2014 9:33 AM
To: Childress, Stacey
Subject: PREVIEW: Today is the last day for the Faculty/Staff Annual Campaign!



BE COUNTED FOR TCU

FACULTY / STAFF ANNUAL CAMPAIGN

Today is the last day for the Faculty/Staff Annual Campaign!

We are 15 people away from reaching a new faculty/staff giving record! Please help us reach 76 percent.

As a member of the TCU family, you make a difference every day, sharing your time and talents. Giving back is another way to show you believe in the mission of the University, in the work we do, and in the students we educate. Last year, TCU celebrated a record-breaking 75 percent participation rate in our Faculty/Staff Annual Campaign. Please help us exceed that rate this year!



"Without financial aid and scholarships from TCU I would not be able to attend here."

– Nick Morales

Scholarships are still a top priority. "TCU has had the greatest impact on my life," says Nick Morales, a junior political science major from Mansfield. "It has made me grow up and mature to become an overall better person. Without financial aid and scholarships from TCU I would not be able to attend here." You may designate your gift to TCU Student Scholarships to make an immediate impact on deserving students like Nick.

Every gift – regardless of size – makes a difference to our university. Please think about what is important and give to

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QUESTIONS & ANSWERS ABOUT THE FACULTY/STAFF ANNUAL CAMPAIGN

What is The Campaign for TCU?

The Campaign for TCU is a comprehensive fund-raising effort that began in June 2005. All gifts and pledges made since that date count toward the \$250 million campaign goal. *The Campaign for TCU* is transforming the campus and enabling the University to realize its vision of creating a world-class, values-centered university experience for our students. Commitments now total more than \$189 million and are strengthening academic programs, enhancing the quality of campus life and providing the funds to recruit students who will benefit most from a TCU education. Your gift to this year's Faculty/Staff Annual Campaign will be counted toward *The Campaign for TCU*, as will all other gifts made during the campaign counting period.

What can we give to?

You can give to anything you wish. We hope you will consider supporting one of the University's key priorities: the Annual Fund. Since fully funding the annual operating budget is essential to TCU's financial well-being, helping make sure we have a balanced budget every year is important to us all. If you wish to restrict your gift to another area, you should complete the bottom section of your pledge form, labeled "Other," specifying the name and amount/percentage of your total gift you would like to designate this way. Many employees elect to split their gifts between the Annual Fund and a non-Annual Fund designation.

What is the Annual Fund?

The Annual Fund exists to support TCU's budget and to encourage alumni, parents, friends, corporations, foundations and faculty/staff to make contributions. These resources are critical. By design, the University keeps its doors open to students who will benefit most from a TCU education by holding tuition at a comparatively modest level (Even with recent tuition increases, TCU still has one of the lowest tuition rates among our peer institutions.). While the cost of higher education in the United States has escalated over the last decade, tuition and fees at TCU have not grown proportionately. TCU students pay about three-fourths of the cost of their education. The University makes up the difference — between these true costs and what is actually charged for tuition — with endowment income and gifts to the Annual Fund. Donors may designate which areas within the University they wish to support. The breakdown of Annual Fund gift opportunities includes:

University's Greatest Need	Student Affairs	AddRan College of Liberal Arts
TCU General Scholarships	College of Education	College of Communication
TCU Frog Club	Neeley School of Business	College of Fine Arts
Mary Couts Burnett Library	Ranch Management	Harris College of Nursing & Health Sciences
Brite Divinity School	TCU Research Fund	College of Science & Engineering

Why do we spend so much money on campus beautification?

Our beautiful campus provides an environment conducive to learning, makes a positive impression on potential students and contributes to the attractiveness of the community. More pragmatically stated, campus beautification is a cost of doing business that helps to turn prospective students into tuition-paying members of the TCU community. This distinguishing feature of our campus is often cited as the deciding factor of why students chose to attend TCU over other colleges and universities. Recognizing this, some donors have set up special funds for campus beautification.

Can I give to Frog Club and reserve a parking spot?

Yes, you can obtain general and reserved parking for the 2009 football season through your participation in the Faculty/Staff Annual Campaign. *If you are completing your gift through payroll deduction and you would like general parking, you must pay the TCU Frog Club directly for the \$60 parking fee. Please contact the Frog Club with any further questions. Ext. 7700. (See insert for parking information.)*

Why do we spend so much money on athletics?

Athletics is a part of the University's history and tradition. It builds community support for TCU. In fact, the athletics program can be defined as a window through which many view the University, providing a major source of national visibility. One study revealed that more than 95 percent of universities' media coverage is related to athletics. The cost of funding athletics really can be seen as a marketing expense since athletics generates the visibility from which the entire institution benefits. There would be no marketing budget ample enough to provide the name recognition and visibility that are realized through athletic programs.

How do private universities differ from public ones?

Public universities are primarily supported with tax dollars, while private universities depend far more heavily on tuition and private gift support. Public universities are subject to the direction of the state legislature, while private universities are self-governing. Consequently, public universities are affected more strongly by fluctuations in the economy and shifts in politics. Since tax support of public universities is based on enrollment, decreases in enrollment are more likely to result in budget reductions than in privately-funded institutions, whose stability is mediated by endowment. This remains true, even though legislatures in Texas and some other states now allow public universities to set their own tuition rates.

Why should we give to the organization that pays our salary?

The verse "for where your treasure is, there will your heart be also" provides the answer. Most of us support causes we believe in — our places of worship, health care and medical research, the arts, youth groups and scores of other worthy causes. As you become involved in TCU and develop a belief in the mission of the University, your financial support is another way you can make a difference. The commitment of the TCU community is a strong vote of confidence in the future of the University.

How does TCU decide what money is raised for?

Projects are determined through a study and review process, most recently *Vision in Action*, and are generally based on the academic initiatives of TCU and the Campus Master Plan. As a result of the strategic planning process, the Provost sets the priorities for academic projects to be funded. At this point, projects are sent to the University Advancement Office to assess possibilities for matching projects with potential donors. If you have a project idea that you and your colleagues are willing to support, share your ideas with your dean or department chair. Projects that will enhance the academic life of the University as a whole are encouraged.