



## **UW-Whitewater Targeted Fundraising Appeal Process**

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### **1. Purpose**

**UW-Whitewater Foundation Mission: Drive long-term University support through strategic engagement and impactful giving.**

UW-Whitewater's annual giving targeted appeals work to foster a vibrant culture of philanthropy by engaging alumni, faculty, staff, and friends in meaningful and purposeful giving. Through this focused approach, the Foundation supports the university's strategic priorities and ensures that every gift directly impacts the areas of greatest need, including scholarships, academic programs, faculty support, and campus enhancements.

Targeted appeals enable the Foundation to allocate resources effectively, directing funds to areas that align with institutional priorities and donor intent. This alignment ensures that every gift has a significant impact. By cultivating a culture where every gift matters, we lay the foundation for continued growth in philanthropic support, empowering the university to achieve its goals and serve its community for generations to come.

**The UW-Whitewater University Relations team works with programs across campus to create targeted appeals annually.** With so many areas throughout campus that want to engage with their donors through a targeted appeal, the University Relations team needs to use its resources in the most impactful ways possible.

### **2. Submission and Approval Process**

- Department requester creates [Targeted Fundraising Appeal application](#) and reviews with Division leader to obtain approval before submitting request (i.e. Provost, Vice Chancellor, Athletic Director, or Dean). Division leader approval is required before submissions are made.
- Division leader discusses Targeted Fundraising Appeal requests with the Executive Director of Major Gifts and Corporate Sponsorships, as needed. Targeted Fundraising Appeal application due dates:
  - Fall (Sept.-Dec.) appeal requests due July 1
  - Spring (Jan.-April) appeal requests due Nov. 1
  - Summer (May-Aug.) appeal requests due March 1
- Targeted Appeal Applications are reviewed and approved by the Executive Director of Alumni Relations and Annual Giving in consultation with the Executive Director of Major Gifts and Corporate Sponsorships and the Vice Chancellor for University Relations.
  - Fall (Sept.-Dec.) appeals approved July 15
  - Spring (Jan.-April) appeals approved Nov. 15
  - Summer (May-Aug.) appeals approved March 15
- University Relations contact is assigned to each approved appeal.
- Communication is sent to all appeal applicants providing an update on which targeted appeals are advancing.
  - UR leadership informs approved requesters and their leadership and shares UR contact assignment.
  - UR leadership informs non-approved requesters and their leadership and makes recommendations for next steps.



### **Submission and Approval Process (Continued)**

- Department requester plays a major, ongoing role as the lead in the development of the appeal strategy and the content needed to execute it.
- Using the content that is designed by the requester, the University Relations contact will be the project manager for the appeal execution with the internal stakeholders

### **3. Annual Targeted Appeal Goal**

Starting in the Fall of 2025, University Relations' goal is to achieve two total comprehensive appeals each academic semester and 2-4 total focused appeals per semester. All costs associated with appeals, including credit card processing fees, printing, and postage, will be the responsibility of the requesting department or individual initiating the appeal. Ongoing support will also be provided for additional appeals with basic needs like donation forms, alumni lists, etc. Success is dependent on getting a persuasive appeal message out to donors who are interested in the cause. Ongoing support from the department requester throughout the process is key. This includes creating appeal assets and sending donor messages about the appeal from both University Relations and the sponsoring department.

### **4. Collateral Provided**

**Typical UR support for comprehensive targeted appeals:**

- One printed mailer (cost paid by the requester)
- One Warhawk Pride story
- Two targeted emails sent 1 and 3 weeks after the mailer
- Two rounds of social media support to alumni accounts - 1-2 weeks and 4-5 weeks after mailer

**Typical UR support for focused targeted appeals:**

- Two targeted emails sent 2-3 weeks apart
- Two rounds of social media support to alumni accounts - 1-2 weeks after each email

### **What happens if my Targeted Fundraising Appeal request doesn't get approved?**

Just because your cause doesn't make the short list of approved projects doesn't mean you can't do your own fundraising. Requesters of non-approved requests will be counseled to ensure they have the tools they need to move forward with their communications. Support such as donation form creation and alumni information lists will be provided along with information on Warhawks Give Appeal opportunities.

### **5. Contacts**

Questions about the request process should be directed to your division leader. If you are not sure where to start, send a note to [foundation@uww.edu](mailto:foundation@uww.edu) and your request will be forwarded to the correct person.



## UW-Whitewater Foundation Fundraising Tools

### Contents:

1. Warhawks Give Appeal
2. Donation Forms
3. Alumni & Donor Requests
4. UWW Alumni Social Media Accounts









### 1. Warhawks Give Appeal

UW-Whitewater Foundation hosts a university-specific giving appeal each spring called Warhawks Give. Historically, it has been in April with a specific date chosen each year. As we grow this fundraising event each year, there are opportunities for additional causes to be included.

Benefits of participating in the Warhawks Give Appeal:

- Groups have a landing spot to promote their cause in the campus-wide online giving page
- Successful groups do their own peer-to-peer fundraising with their potential donors to supplement the mass communications
- Piloted in 2024 with Athletics raising \$31,000
- Focusing on an annual giving day becomes a reminder to donors to make gifts to their favorite programs annually

Contact Kennedy Heckel at [heckelk@uww.edu](mailto:heckelk@uww.edu) for more information on participating in the Warhawks Give appeal.

 <p><b>Warhawks Give Fund</b> \$100</p> <p>Contributions to this fund enable UW-Whitewater to address urgent opportunities and meet the most crucial needs of our students, faculty, and campus community!</p> <p><a href="#">DONATE</a></p>	 <p><b>Warhawk Athletics General Fund</b> \$100</p> <p>Contributing to Warhawk athletics fuels student-athlete success, enhances athletic facilities, and fosters a vibrant campus community through the power of sports.</p> <p><a href="#">DONATE</a></p>	 <p><b>College of Arts and Communication</b> \$100</p> <p>Donating to the College of Arts and Communication nurtures creativity, cultivates cultural understanding, and empowers students to become impactful communicators and leaders in an ever-evolving world!</p> <p><a href="#">DONATE</a></p>	 <p><b>College of Business and Economics</b> \$100</p> <p>A donation to the College of Business and Economics provides vital support for empowering future business leaders, fostering innovative research, and driving economic growth within our community and beyond.</p> <p><a href="#">DONATE</a></p>
 <p><b>College of Education and Professional Studies</b> \$100</p> <p>Supporting the College of Education and Professional Studies empowers the next generation of educators and professionals, fostering excellence in teaching, research, and community engagement to positively impact education and society!</p> <p><a href="#">DONATE</a></p>	 <p><b>College of Integrated Studies</b> \$100</p> <p>A donation to the College of Integrated Studies fosters interdisciplinary learning, innovation, and holistic development, preparing students to excel in an interconnected world!</p> <p><a href="#">DONATE</a></p>	 <p><b>College of Letters and Sciences</b> \$100</p> <p>Donating to the College of Letters and Sciences fuels the exploration of diverse disciplines, nurtures critical thinking skills, and empowers students to become versatile leaders prepared to tackle global challenges.</p> <p><a href="#">DONATE</a></p>	 <p><b>Other</b> \$100</p> <p>Directly support the programs and initiatives that matter most to you, making a personalized impact on Warhawks Give Day.</p> <p><a href="#">DONATE</a></p>



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## **2. Donation Forms**

Online fundraising can be set up at the request of a faculty/staff member or organization advisors for any group with an established account at the UW-Whitewater Foundation with approval of the Foundation Chief Operating Officer in consultation with the Vice Chancellor for University Relations.

Our team has a variety of tools that can be tailored to suit your self-directed online fundraising efforts. We recommend that you set-up a consultation conversation with the Foundation staff, before submitting your request. Email [foundation@uww.edu](mailto:foundation@uww.edu) or call 262-472-1105. Please be prepared to share fund information and deadlines. Understanding your fundraising goals will help determine the best type of donation form for your needs. For example, the donation form can be embedded into a webpage or accessed through a unique URL or QR Code. A link to the donation form can be added to communications to encourage donations from your alumni and friends.

The **Request for Online Fundraising** form is used to gather the details needed to create the donation form. You will find it under Fundraising Tools on this page: [www.uww.edu/foundation/employee-philanthropy-resources](http://www.uww.edu/foundation/employee-philanthropy-resources)

## **3. Alumni and Donor Lists**

Requests may be made by current faculty/staff members or organization advisors. Student organizations requesting information should have their advisor make the request. Information must be used for alumni activity-related purposes only. If the data is to be used for fundraising activities, the UW-Whitewater Foundation President must grant approval. The Alumni Information Request Form [can be found here](#).

## **4. UWW Alumni Social Media Accounts**

The UW-Whitewater Foundation and Alumni Association manage three social media accounts - Facebook, Instagram and LinkedIn. Appropriate messages posted on other UWW accounts can be shared to the alumni pages. Contact Cici Woods at [woodsc@uww.edu](mailto:woodsc@uww.edu) for more information about social media options.