



## University College

Some years ago University College was doing very well with its major giving program but having problems with annual giving. They decided to strike out on their own to supplement central efforts. The Open Doors campaign was created by volunteers, staff and an artist. It was not successful.

Diana Bennett was one of the volunteers. She knew Stephen Thomas as we had worked with her for some years at TVOntario. She arranged for us to do an appeal in the 2002/2003 academic year.

The schedule was a problem as we didn't want to interfere with central efforts. It was decided to mail in April to capitalize on the 150 anniversary year celebrations at the College.

A big part of our appeal was the new residence. We also stressed monthly giving and the Presidents' Circle.

We felt very strongly that alumni involvement was important. The first step in raising money from alumni is rekindling good memories of the university experience. As our budget was very modest, we decided on a questionnaire to do so.

The results were very good. The mailing pulled more than double the previous year's Open Doors, including one \$25,000 gift, and it generated many monthlies. It also generated many memories on the questionnaire. These were useful for further fundraising and also generated a number of good major gift leads.

"Tillie Shuster and I were very pleased with the 2003 mailing. It beat its goal, it gave us many major giving leads and it was excellent donor stewardship. We were particularly happy with the quality of service of Stephen Thomas Limited and Steve Thomas' own strategic counsel." Alec Kaminsky, 2003 University College staff, currently Director of Marketing and Development at the Family Services of Toronto.

Stephen Thomas did a second mailing in 2004 that used variable paragraphs by decade to involve the alumna/us. Subsequently University College joined the DUA program.