

LSA FUNDRAISING SERVICES

LSA Fund office raises money for program, faculty and student support in the College. Monies help fund:

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|------------------|---|-----------------------|------------|
| <i>Program:</i> | * curriculum (maintenance and innovation) | * lectures | |
| | * theme-semester programs | * film series | |
| | * student-run conferences | * museum exhibits | |
| | * interdisciplinary courses | * technology upgrades | |
| | * community service projects | | |
| <i>Faculty:</i> | * recruitment | * retention | * research |
| <i>Students:</i> | * scholarships & aid | * study abroad | * UROP |

The LSA Fund office also helps departments raise money for their annual priorities.

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|------------------|------------------------------|---------------|--------------------|
| Contacts: | Jeanine (Nini) Geraffo Smith | 998-7684 | jgeraffo@umich.edu |
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| | | Fax: 998-6250 | |

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|---------------------------------------|--|---------------------|------------------|
| Services we offer departments: | * analytical reports | * alumni lists | * address labels |
| | * solicitation codes | * mailing calendars | * samples |
| | * March 2004 department chair solicitation letter (new offering) | | |
| | * Central development solicitation response device form (new offering) | | |

We also help strategize, target/segment markets, review and provide advice/input on solicitations and response devices, etc.

Samples are enclosed of our **new offerings**: the March 2004 department chair solicitation letter and the Central Development solicitation response device form. Because the LSA Fund office is testing the effectiveness of the letter, we will provide this departmental solicitation to your alumni at no expense to you this year. Finalized text for the letter will be mailed to you in early February to provide you with approximately three weeks to decide if you would like to take advantage of our offer and to furnish us with a message from your department chair. The chair's message should incorporate your top funding opportunities (see sample).

The Central development solicitation response device form is another way to send out a departmental solicitation. It may be sent at any time in the year. It allows you to personalize the gift form. At present there is no charge for production (this is under discussion for next year); you bear the expense of mailing.

LSA alumni will receive the following contacts from LSA and University Development in the coming year:

2003-04 Direct Mail

| | |
|-------|---|
| 7/1 | <i>Central Development summer appeal</i> |
| 9/1 | LSA Fund special appeals (i.e., Chicago area scholarship drive, NELP anniversary) |
| 9/16 | <i>Central Development fall appeal</i> |
| 10/16 | LSA Fund Dean's appeal |

- 11/1 LSA Magazine appeal
LSA Fund special appeals (i.e., New York area scholarship drive, etc.)
LSA Fund-Planned Giving appeal
- 11/15 *Central Development holiday appeal*
LSA Fund E-solicitation
- 11/21 LSA Fund Thanksgiving card and appeal
Faculty appeal
- 2/5 *Central Development Spring appeal*
- 2/13 LSA Fund parent appeal
- 3/1 LSA FUND DEPARTMENT CHAIR SOLICITATION LETTERS**
- 4/9 *Central Development Lapsed donor and 2nd ask of year appeal*
- 4/15 LSA Magazine appeal
- 4/19 LSA Fund E-Solicitation
- 5/10 LSA Fund Dean's fiscal year-end appeal to major donors
- 5/17 LSA Fund fiscal year end clean-up appeal

2003-04 Telefund Calls

Follow-up calls are made between 2-4 weeks after direct mail solicitations

Departments raise the most money when their solicitations are staggered with the College's appeals.

Comments:



Department of _____
Dept. logo and/or address

March 1, 2004

Name
Address
City, State Zip

Dear _____:

1st paragraph – introduction including state of college

2nd paragraph – message from department chair with funding opportunities

3rd paragraph – call to action

Sincerely,

Name
Chair, Department of _____