UF Annual Giving

Calendar Year End Emails

# Email #1 – DEC 20

Email 1 Segment – UNIT/COLLEGE

*Customized by Unit, TBD*

**Notes:**

Shannon will submit each unit as individual request through Quickbase

Shannon will submit separate data files under each segment in Quickbase

EMAIL 1 Segment – GaTOR Parents

*Customized by Unit, TBD*

**Notes:**

Shannon has already submitted as individual request through Quickbase

Shannon will submit as separate data file under request in Quickbase

EMAIL 1 Segment – HONORS Parents

*Customized by Unit, TBD*

**Notes:**

Shannon will submit as individual request through Quickbase

Shannon will submit as separate data file under request in Quickbase

 EMAIL 1 Segment – GENERAL ALUMNI

Dear [NAME],

As a Gator who experienced firsthand the power of a University of Florida education, you know that your time in this institution shaped your life.

But higher education benefits more than the individual; the challenges and opportunities ahead require a generation prepared to meet them. That’s where I hope you can help. Please extend a hand to the

next classes of Gators, and forge a brighter future for all of us, by making a tax-deductible gift to your alma mater today.

 I’LL MAKE A YEAR-END GIFT

Every single accomplishment at UF in 2022 is directly linked to alumni support.  Not only does your generosity ensure that the University of Florida remains affordable, competitive and cutting edge – an attractive destination for the best and brightest students, researchers and faculty – it also strengthens the reputation of UF, which enhances the value of your degree, keeping UF Top 5 strong.

Please make a tax-deductible gift today to support the world-class programs, faculty and research at the University of Florida

Wishing you joy and good health in the new year,

Yoon Van Hout

Executive Director, Annual Giving

Email 1 Segment – LAW ALUMNI (TBD)

*Customized by Unit, TBD*

**Notes:**

Shannon will submit as individual request through Quickbase

Shannon will submit as separate data file under request in Quickbase

#  Email #2 – DEC 27

Yoon to provide suppressions to Chris by 12/27 AM

Email 2 Segment – GEneral ALUMNI

Dear [Name],

Did you see [EMAIL 1 SIGNER]’s email last Tuesday?

There’s a lot to be proud of at the University of Florida [and at the UNIT FROM EMAIL 1], and so much of that is because of our loyal and dedicated alumni. Won’t you keep your alma mater strong and competitive – as well as affordable for future Gators – by making a tax-deductible gift today?

I’LL MAKE A YEAR-END GIFT

Your timely donation supports critical research, innovative programs, and scholarships and ensures current and future Gators receive a Top 5 education.

Please make your tax-deductible gift today. Gifts made before 11:59 am on December 31, 2022, count as 2022 charitable deductions.

Thank you, and Go Gators!

Mandy Intravaia
Director, Annual Giving

**Notes:**

Shannon has already submitted as individual request through Quickbase

Shannon will submit as separate data file under request in Quickbase

 EMAIL 2 Segment – WPB

*Nicole working on copy*

**Notes:**

Shannon has already submitted as individual request through Quickbase

Shannon will submit as separate data file under request in Quickbase

Brian Danforth should be the signer

EMAIL 2 Segment – GaTOR Parents/HONORS

Dear [NAME] –

The [Gator Parent Family Association] [Honors Program] is working hard to give your student an extraordinary college experience. But we need help from your child’s biggest supporter – you.

Enhanced student programs ensure our Gator undergraduates have the tools and resources for lifelong success. Your help makes possible [research, internships and study abroad opportunities for our high-achieving students in the Honors Program.] [Gator Parent Family Association initiatives such as the Career Connections Center, mentorship programs, counseling services and the food pantry.]

I hope you’ll make a year-end gift today to the [Gator Parent Family Association Fund] [Honors Program]. You have until 11:59 am on December 31, 2022 to qualify for a 2022 tax break.

Thanks for your gift and for being a valuable partner in your student’s education!

Thank you, and Go Gators!

Yoon Van Hout

Executive Director, Annual Giving

**Notes:**

Shannon will submit as separate data file under request in Quickbase

Email 2 Segment – LAW ALUMNI (TBD)

*Customized by Unit, TBD*

**Notes:**

Reuse data from Email 1

# Email #3 – DEC 31

Grace to provide suppressions to Chris by 12/31 AM

Email 3 Segment – GEneral ALUMNI

[NAME] –

We need your support!

UF is working overtime to educate tomorrow’s leaders while keeping tuition affordable. We believe higher education is a necessity, not a luxury, and we want your alma mater to be the destination for the best and brightest students, regardless of family income level.

I’ll GIVE NOW

We are asking all alumni to extend a hand, so that future Gators have access to all UF can offer. I hope you’ll join me in supporting UF by making your year-end gift today. You have until 11:59am on December 31, 2022 for your gift to count as a 2022 charitable donation.

Thank you for being a loyal and giving Gator!

Yoon Van Hout

Executive Director, Annual Giving

**Notes:**

Shannon will submit as separate data file under request in Quickbase

 EMAIL 3 Segment – GaTOR Parents/HONORS

Dear [Name],

We need your help!

Some of our most dedicated parents have already given generously to the [Gator Parent Family Association Fund] [Honors Program]. Can we count on you to help us reach our year-end goal by making a tax-deductible gift today?

[for Gator Parent and Family Fund: Your gift to the Gator Parent Family Association Fund gives your student the edge in college and beyond by supporting the Career Connections Center, mentorship programs, Collegiate Veterans Success Center, counseling services and more.]

[for Honors Program: Your gift to the Honors Program helps your student maximize their undergraduate experience by providing them with unrivaled opportunities in research, internships and study abroad.]

Please accept this invitation to give to the [NAME OF FUND] today. Make your gift before 11:59am on December 31, 2022 count for the 2022 tax year.

Thanks for your support, and Go Gators!

Grace Castro

Director of Annual Giving Programs

**Notes:**

Reuse data file from Email 1

Parents Link:

Honors Link:

Email 3 Segment – LAW ALUMNI (TBD)

*Customized by Unit, TBD*

**Notes:**

Reuse data file from Email 1 and 2