



EMAIL SAMPLES

Use these as a starting point, customizing messages for your own people, incentives, and activities!

FROM LEVITT CENTER (UI FOUNDATION AND UI ALUMNI ASSOCIATION) SPRING CAMPAIGN:

(Friday before kick-off)

Subject: "We Are Levitt. We are Phil." kicks off Monday!

Dear LCUA Colleagues:

We wanted to pass along one final reminder about next week's *We Are Levitt. We Are Phil.* internal giving campaign! Don't forget to **join us in Assembly Halls on Monday at 11:00 a.m.** for our campaign kickoff brunch. (And [sign up here.](#))

Staff who have given to the UI in fiscal year 2014 should have already received a *We Are Levitt. We Are Phil.* button. When you wear this button during our campaign, you're entitled to casual days—all week! We look forward to sharing a button with each of you as you make your gift—and if you make your contribution at the brunch on Monday, you will receive a button at the event.

We've also set up "button stations" on each floor, where you can give your contribution directly to a committee member (Adam Link-159B, Jonah Parker-241L, and Mallory Hinz-327H) and receive your button immediately. Look for the WE ARE PHIL balloons hovering over their offices! Your gift also enters you in the week's daily drawings for really cool prizes—as well as the Grand Prize Drawing that will happen at the tailgate celebration on Friday. (You don't have to be present to win—you only need to have made a gift in FY14.)

Finally, the new WE ARE LEVITT website is up and running at www.uifoundation.org/we-are-levitt. Check the site daily for progress reports, prizes, winners, photos, and more.

Here's to another great week of Levitt Center fundraising!

Sincerely,

Diane Baker, Mundi McCarty, and Sara Ring
We Are Levitt. We Are Phil. Campaign Co-chairs

(Sent midweek)

Subject: "We Are Levitt. We Are Phil." Update

Levitt Center Staff:

We're already midway through campaign week, and well past the midpoint to our participation goal—but work remains! We're committed to have 100% of Levitt Center staff support the UI and demonstrate the philanthropy we seek to inspire in others. And **thanks to you**, we're nearly there:

Campaign participation as of 4:00pm today: 95%

Congratulations! We have surpassed the Tippie College of Business faculty and staff attainment for We Are Phil as we blew by the 92% participation milestone (free ice cream treats tomorrow) AND met the 95% participation milestone to earn a noon release on May 23rd!

An extra special congratulations to UIAA this afternoon as they achieved 100% participation for their staff during the campaign! Amazing!

Tomorrow: Thursday, April 24 – Arts Campus Day

All day- Art gallery exhibit in Rotunda

8-8:30 am: Donuts and fruit at the rotunda entrance

11:00 am: Food Truck on site – The Box Lunch

3:30 pm: Piano recital by special surprise guest – Rotunda

4:00 Peppy's Ice Cream Truck –free treats!

We are so close...Did you receive your *We Are Levitt. We Are Phil.* campaign button yet? If not, make your gift to any UI fund today (or any time before 10am on Friday) [online](#) or via a contribution form in the center supply centers –drop boxes are located near the center stairwell on first, second and third floor. Your gift will provide wonderful campus support and when we reach 100% giving – we all receive a day off!

Today's daily prize winners: **Wednesday**

- **Four hours of babysitting**, donated by Nicole McAllister – Karen McCort
- **Four outdoor club seat tickets for the spring football game** on April 26 at Kinnick Stadium – Becky Scott
- **Two outdoor club seat tickets for the spring football game** on April 26 at Kinnick Stadium – Tami Smith-Rohovit
- **Professional family photo session and canvas print**, donated by Deanna Kerns – Helen Dailey

You can continue to check campaign progress, see the prizes for tomorrow, the fantastic Grand Prizes and learn more about *We Are Levitt. We Are Phil.* by checking out the [campaign website](#).

Diane Baker, Mundi McCarty, and Sara Ring
We Are Levitt. We Are Phil. Campaign Co-chairs

FROM WE ARE PHIL COMMITTEE IN THE COLLEGE OF LIBERAL ARTS AND SCIENCES:

Dear College of Liberal Arts & Sciences Colleagues:

Did you know you can **choose from any of more than 2,000 funds** on campus to give to through the UI Foundation?

With so many **fascinating people** at the UI doing so many **amazing things** through so many **great programs**, our guess is that there's something that **inspires you** that you'd like to help prosper.

You can give to:

- Help provide children with world-class health care,
- support innovative programs in your own department,
- assist with groundbreaking research and scholarship,
- foster artistic creation,
- and so much more.

We encourage you to **pick your passion and give any amount** that you feel comfortable with!

Here's where you can find your favorite fund (if you can't find it, ask!): www.givetoioowa.org. Here's a quick list of all the easy and convenient ways you can give: <http://www.uifoundation.org/facultystaff/giving/>

Professor Rachel Marie-Crane Williams in the School of Art & Art History and the Department of Gender, Women's & Sexuality Studies gives to the **Women's Resource & Action Center**. Click on her photo below to hear why she believes it's important to give:

<http://youtu.be/buNNrb3wWD4>

All the Best,

CLAS We Are Phil Campaign Committee:

- Nic Arp, Communications Director, CLAS
- Kayt Conrad, Administrator, Division of Performing Arts

- Russ Ganim, Director, Division of World Languages, Literatures & Cultures
 - Richard Hurtig, Professor and Starch Faculty Fellow, Department of Communication Sciences & Disorders
 - Michael O'Hara, Professor and Starch Faculty Fellow, Department of Psychology
 - Becky Scott, Administrator, School of Journalism & Mass Communication
 - Chuck Wieland, Administrator, School of Social Work and Vice-President/President Elect, UI Staff Council
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FROM FINANCE & OPERATIONS:

Dear fellow Finance and Operations Staff:

I would like to provide you an update on our progress with the *We Are Phil* faculty/staff annual fundraising campaign. **As of March 17, 2014, Finance and Operations' overall 2013-2014 campaign participation rate was 7.6%.** This is more than our participation rate for the *entire* prior fiscal year (FY13 =7.4%); however, we are behind in our efforts to achieve an overall division-wide participation rate goal of 18% by June 30, 2014.

For those of you who have participated thus far in the campaign thank you for your generosity and responsiveness to your University!

For those who have not made a commitment yet, I want to challenge you to consider becoming a part of our division's philanthropy efforts. Remember, any contribution, regardless of the amount or method of donation, assists in our efforts. You may support any program or area that matters to you—from medical research to campus construction, from student scholarships to support for the arts or Hawkeye Athletics. You can even provide general support for the UI by directing your gift to the Iowa Impact Fund. **If you have not already made a contribution to the *We Are Phil* campaign, I hope you will consider doing so between now and June 30, 2014. Any contribution made during this period will count toward our overall participation rate and assist our University.**

Please visit <http://www.uifoundation.org/facultystaff/> to learn more or to donate. You may also contact any of the Finance and Operations *We Are Phil* committee volunteers listed below for more information.

As a reminder, I do not see the names/identities of individuals who contribute to the campaign, nor is that information shared with others within our organization. Your participation is strictly confidential.

Thank you for the work you do as UI staff every day in support of The University of Iowa. Best wishes as the weather warms, and please consider this appeal for your *We Are Phil* financial contribution at any level.

Sincerely,

Doug True
Senior Vice President and Treasurer
Finance and Operations

Your F&O *We Are Phil* Volunteers: Dan Heater, Building & Landscape Services; Dave Jackson, Facilities Management; Matthew Swiontek, University Water Plant; Eric Holthaus, Facilities Management; Suzanne Hilleman, Finance & Operations; Rod Lehnertz, Planning, Design & Construction; Bruce Drummond, Learning and Development; Megan Hammes, UI Wellness



**TCOB FACULTY/STAFF
CAMPAIGN**

CAMPAIGN ROUND UP - WEDNESDAY, NOVEMBER 13

**Percent
Giving:**

By TCOB faculty and staff
since July 1, 2013



91%

Wow! We Did It!

Faculty and staff of the Tippie College stepped up and showed that we believe in our institution, our college, and the good work being done at the University of Iowa. We amazed the rest of the university community and the UI Foundation with our impressive participation rate. **91%**. Wow.

When we started this campaign, we hoped to reach 60%. Every single unit in this college exceeded that number and four units came in with 100%. This was a great effort and all should be congratulated.

Unit Winners

Greatest Participation

All at 100%:

- Dean's Office and CIMBA
- Department of Finance
- Stead Technology Services Group (STSG)
- Undergraduate Program Office

Greatest Improvement

92% increase in participation:

- Stead Technology Services Group (STSG)

Department Totals

Accounting	82%	Marketing	93%
Deans and CIMBA	100%	Management Sciences	94%
Economics	74%	School of Management	85%
Finance	100%	STSG	100%
JPEC	80%	Undergraduate Program	100%
Management & Organizations	95%		

Winning units will enjoy their prizes and we all get to enjoy coffee and donuts each Friday in the month of November thanks to Dean Gardial.

THANK YOU to everyone who contributed time, talents, and treasure to the "We are Phil" campaign in the Tippie College. Every gift, no matter how small, means a lot. And thanks to the amazing groups of people who worked on specific parts of the campaign:

Coordinating Committee: Amrita Nain, Mike Schluckebier, Rachel Stewart, Mike Colbert, Alice Wang, Misti Huedepohl, John Solow, Tom Walsh, Abby Parker, Joyce Ruplinger, Dan Collins, and Ken Brown

Media and Communications: Barb Thomas, Alina Shybayeva, Rachel Stewart, Linda Knowling, Mike Colbert, Misti Huedepohl, Brian Heil, and Sarah Gardial

Challenges and Reward Donations: Tom Gruca, Sara Rynes, Paul Weller, Terry Boles, Dan Collins, Amy Kristof-Brown, Ken Brown, and Sarah Gardial

Testimonials: Sam Burer, Nancy Hauserman, Jan Fasse, Tom Rietz, Mike Schluckebier, Barb Thomas, Tom Walsh, Anthony Lehnertz, Corey Collins, Cathy Zaharis, John Solow, Austin Ladd, Jackson Yancey, and Sarah Gardial

Foundation Support: Shelly Mott, Jen Knights, and Angie Koberle

Although the college's "competition" is over, the Faculty/Staff Campaign continues throughout the year. Any gift made to any part of the University by a faculty or staff member between July 1, 2013 and June 30, 2014 counts toward this campaign.

For a listing of all University of Iowa funds, see give.uifoundation.org/search-fs.

Strong participation in the TCOB Faculty/Staff Campaign sends a message to our alumni and donors – that we believe in this college and they should, too!



[We Are PHIL, We Are TIPPIE](#)
[Tippie College of Business](#)

FROM COLLEGE OF PHARMACY:

(Launch)

Good morning all!

This week, you'll have a few pieces of correspondence in your mailboxes regarding the University of Iowa's first year of Faculty & Staff Giving Program. This initiative has been put in place in cooperation with the UI Foundation to encourage and engage faculty & staff in giving to the thousands of ways to invest in our great institution. You'll receive one mailing from the UI Foundation which includes a letter describing the program and a contribution card. You'll also receive a second letter from Jonathan Doorn and myself as co-chairs of the College of Pharmacy Faculty & Staff Giving Committee.

Each College has been charged with setting a goal and programming for this two week period (October 21-November 1). Our committee has setup a schedule which is meant to not only encourage giving within our college but to help us engage with each other as colleagues and friends! It is sure to be a good time!

Here are a few main points that we would like to cover:

- 1- Our goal has been set to track *participation* rather than dollars raised. Participation can literally be \$5. Our goal is 30% of faculty & staff participation after week 1 and 60% after week 2. If we meet week 1's goal, the Dean will wear a sombrero for an entire day. If we meet week 2's goal, we will have a bowling party in the afternoon of December 16 to celebrate our great accomplishment! If you have already given since July 1, 2013, you are already counted towards our progress! Thank you!
- 2- No one should be coerced or pressured into making a contribution. This is absolutely a personal choice. This is meant to raise awareness of our faculty & staff and show that even the smallest gifts are meaningful and do add up!
- 3- Everyone is encouraged to attend all of the events regardless of whether or not you contribute. Prizes will be raffled at each event and you are entered just for your attendance.
- 4- You can make your investment to the college or ANY fund at the University of Iowa that you feel passionate about. There is a list of funds on the UI Foundation's website at www.uifoundation.org/facultystaff. If you would like more information on College of Pharmacy funds, please contact Mundi McCarty at mundi-mccarty@uiowa.edu.
- 5- If you misplace your contribution card from the foundation's mailers, there will be extras at all events. There will be contribution boxes in each departmental office starting Monday, October 21 and at each event as well.
- 6- You will be receiving a daily email from our committee with the previous days progress and information about that day and the next day's events.

Attached is our calendar of events for the October 21-November 1. Also attached is the list of prizes that will be raffled off during the week. Please consider attending and participating! We'd love to have you!

Any questions or feedback can be directed to any member of our committee:

Amber Seaton, co-chair
Jonathan Doorn, co-chair

Jeanine Abrons
Nicole Brogden
Vern Duba
Kellie Northup
Steve Slezak

(Midweek update)

Good morning all!

We have had a great couple of days being "Phil!" (Phil Forbes, you are a lucky guy to always be Phil! ☺)

As of end of day yesterday, we are at **14% giving** – we have through Friday to get to our goal of 30%, so please consider an investment of ANY SIZE to the University of Iowa!

We've have had some lucky prize winners:

Monday: Great fiesta party!

Dean's Parking Space for a Week: Rob Kerns

COP Wine Glasses: Mary Starry & Kelly Walsh

Bendy Phil USB drives: Brenda Zobeck, Kayla Lalor, Jon Doorn, David Thole

COP Reusable Bag: Tina Andino

Tuesday: We had a great time at the Minute to Win it challenge! We had many participants and some very talented cup movers. Those that completed the challenge are entered to win (2) Men's basketball tickets. Stop by the Minute to Win it challenges on Thursday (10/24) and Tuesday (10/28) to get your name in that drawing or increase your odds!

TODAY'S EVENT:

We'll be having a luncheon in the Banker Center from 11-1. Come and have lunch and listen to Ross Friedman & Namita Sawant describe why "PHIL" has been so important to them. Speakers will be at noon. Enter the raffle for (2) sets of (2) football tickets for this weekend's game against Northwestern as well as some other great prizes!!

Tomorrow, we'll have another Minute to Win It from 10:30-11:00 in the Banker Center.

Reminder: there are extra contribution cards at all events and near the contribution boxes in the departments. You can also give online at: <https://www.givetoowa.org/GiveTolowa/WebObjects/GiveTolowa.woa/wa/goTo?area=pharmacy>

Attached are some fun photos from the past couple of days!

Enjoy the day and stop by for lunch!

Amber Seaton, Co-Chair COP FS Giving Program Committee
Jonathan Doorn, Co-Chair COP FS Giving Program Committee