



THE UNIVERSITY OF TEXAS
~~MD Anderson~~
Cancer Center
Making Cancer History®

Anderson Assembly Project

A proposal to revamp our highest giving society

Overview

- 1 **SITUATION**
- 2 **RESEARCH AND
BENCHMARKING**
- 3 **PROPOSED SOLUTION**
- 4 **STEPS INVOLVED**
- 5 **BENEFITS**
- 6 **POTENTIAL
OBSTACLES**

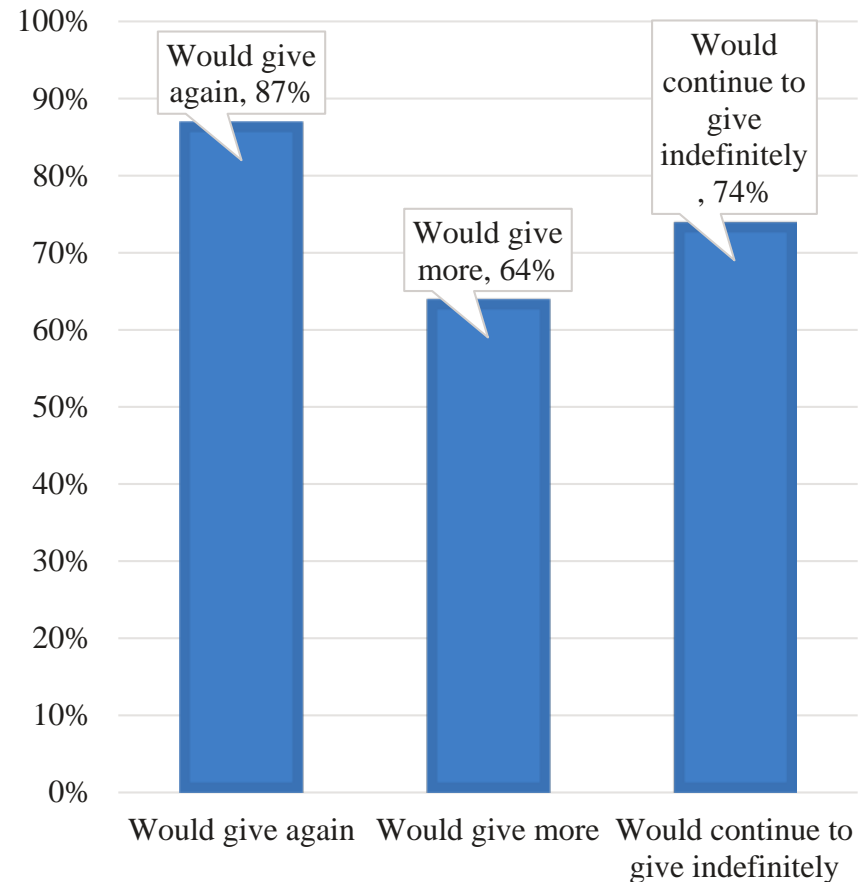
Anderson Assembly represents a list of donors who have donated \$1 million or more to MD Anderson. Anderson Assembly lacks the branding, recognition, and appreciation that the members of this society so highly deserve. So, I am here to propose some possible solutions...

What Donors Want

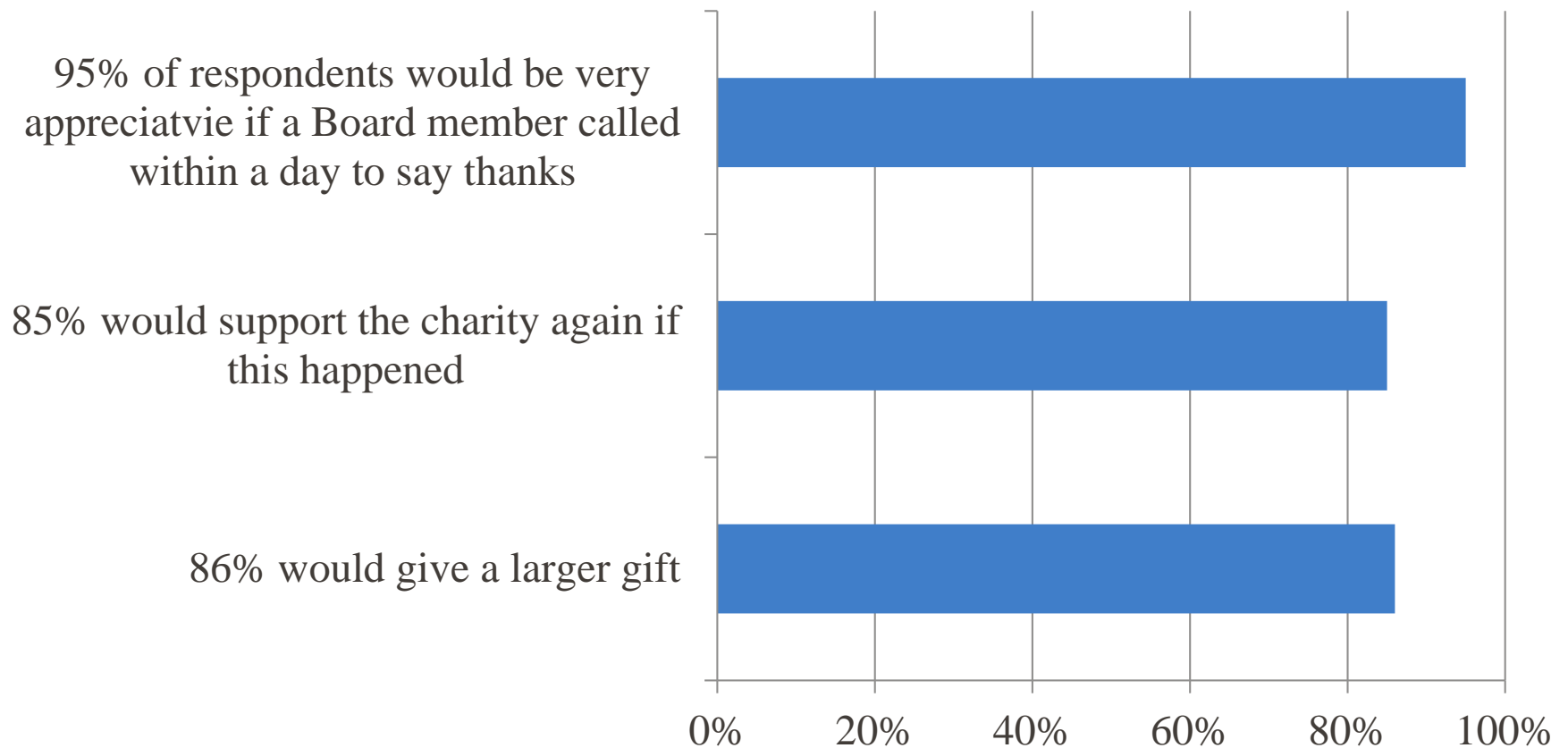
What donors want most:

- Acknowledgment that the gift was received and you were pleased to receive it.
- Private, direct, one-on-one communication is best, usually following a gift
- Assurance that the gift was “set to work” as intended
- Confidence that the project/program to which the gift was directed had/is having the desired effect.

If these conditions are met:



The Power of THANKS!



Proposed Solution

We must make a statement of showing our gratitude to these special donors. This includes a special invitation to join Anderson Assembly and a meaningful effort to retain these members. Doing so will strengthen our relationship with them and cultivate future giving.

Steps Involved Towards Proposed Solution

- Keep a running report
- Make a phone call and send a thank you letter promptly
- Invite to Anderson Assembly
- If invitation is accepted, send welcome packet and obelisk immediately*
- Inaugural event
- Webinar/podcast*
- Private dinner with President
- Personalized hospital/lab tour
- Name on website, local newspaper, plaques in Faces of Philanthropy
- Anniversary thank you card *

How to get there...

What we can continue to do

- Letter signed by the President
- Obelisk
- Name included on Master plaque in Faces of Philanthropy
- Inaugural event

What we must begin to do

- **Prompt** appreciation
- Branding/logo
- On-campus event
- Special, private interaction with President
- Continuous reporting on donors reaching mark
- Ongoing communication plan
- Joint venture

Benefits

- Personalized appreciation
- Prompt acknowledgement
- Thanked in more than one way
- Cultivating for the next ask
- Create an atmosphere of giving and exclusivity

Potential Obstacles

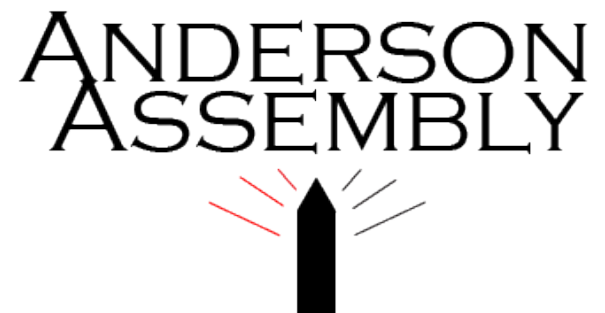
- Not the most feasible time frame
- Difficult and disciplined reporting
- Delegating reports to proper field officer or project manager
- Joint venture and communication to set up events with President
- Webinar/podcast access
- Budget
- Continuous monitoring for annual communication with donors

Branding

Branding is the message portrayed by a logo alongside marketing and outreach efforts. A logo's sole purpose is to serve as an identifier. Together, the society's branding and logo serve to portray its personality.

Logo Mood Board

ANDERSON
ASSEMBLY



Sample Brochure Cover



Current progress

- **Invitation letter and package: full bleed color brochure with pocket insert and AA graphics**
- **Timeline: Target mail out date is week of August 13th**
- **Future Ideas: communication plan, on-campus events, special interaction with President**

Thank you

Questions?