KU Endowment Engagement Toolkit

Email Messaging Template

Below is an example of messaging for schools/units to use when reaching out for support of Leadership Giving Societies, including Deans Club, Presidents Club and KU Cancer Discovery Alliance. This messaging supports donor stewardship and retention at the $1,000+ giving level. Please tailor the language as you see fit to connect with your audience.

Suggested email copy:

We are grateful for the generous donor community that powers [School/Unit Name] forward. Gifts of $1,000 or more provide KU leaders with the confidence and flexibility to:

- Impact made possible by donor support — EXAMPLES:
- Retain students by supporting them through financial hardship;
- Recruit and reward exceptional faculty members;
- Seed an idea before larger funding becomes available; and
- Respond quickly when an unexpected opportunity or need emerges.

Be part of what comes next by making a gift of $1,000 or more today.

Call-to-action / button text options:

[Give Now]
[Create Opportunities]
[Change Lives]

Note: Please be sure to link the call-to-action to your school/unit's unique giving form provided by Brooke Fischer for meaningful engagement tracking.