**PROPOSAL TOOLKIT - MESSAGING**

The messaging section of the UGA DAR Proposal Toolkit is intended to provide a starting point for development proposal writing. Language here has been vetted and approved, but it is highly recommended that fundraisers double-check dollar amounts and procedures listed here against those of their school, college or unit to be sure they align.

**[Bracketed text indicates a customization option—choose the section(s) that works best for your document]**

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***CAMPAIGN (SHORT)***

The *Commit to Georgia* Campaign is bringing together the University of Georgia family to elevate the university in an unprecedented way. We are committed to raising more than $1.2 billion by 2020 in service of our three priorities: removing barriers and opening doors for students, enhancing the learning environment and solving grand challenges for our state and the world. UGA, the birthplace of public higher education, has become one of the nation’s top public universities thanks to the support of our alumni, parents and friends. Your commitment can fuel our continuing efforts to grow UGA’s positive impact on our students and beyond.

***CAMPAIGN (MEDIUM)***

The *Commit to Georgia* Campaign is bringing together the University of Georgia family to elevate the university in an unprecedented way. We are committed to raising more than $1.2 billion by 2020 in service of our three priorities.

**Removing Barriers and Opening Doors for Students**

Scholarships have the power to change lives and, by extension, our communities and the world at large. Together, we can do more to chip away at the financial burden faced by so many students.

**Enhancing the Learning Environment**

We have the opportunity and the responsibility to expand and enhance the high-impact learning opportunities that prepare our students to be the leaders of tomorrow.

**Solving Grand Challenges for Our State and World**

With increased faculty support in the form of endowed chairs and professorships, and support for public service and outreach initiatives, you will help us increase our capacity to solve the global challenges of today and tomorrow.

***CAMPAIGN (FINAL YEAR)***

Four years ago, the University of Georgia called: Commit to Georgia. Some might have called our goal of raising $1.2 billion by 2020 the finish line, but not Georgia Bulldogs. We surpassed it 16 months ahead of schedule and continued our relentless pursuit to improve lives, communities and habitats because it’s what Bulldogs do.

We move forward knowing that the most important part of that 1.2 billion is one. One idea that changes an industry. One breakthrough that changes the future. One scholarship that changes lives. These ones add up: over 85 endowed faculty positions, nearly two dozen new buildings, more than 900 new scholarships. You can find them in Athens, but you can feel their impact across the world.

What if we could help one more student achieve their dream? One more researcher unearth a solution? With one commitment, you join the most successful campaign in UGA history and your generosity will forever change lives. One at a time.

***UNIVERSITY OF GEORGIA***

University of Georgia language/boilerplate is maintained by UGA Marketing and Communications and can be found on their [brand.uga.edu site.](https://brand.uga.edu/writing-style/#brand-language)

***NEED-BASED AID***

With world-class educational experiences, the unrivaled culture of Athens and classmates who become lifelong friends, a student’s time at the University of Georgia can be transformational. But what about the student who is forced to take out loans or get two or three jobs while studying, with little to no financial support from home?

During the 2018-2019 academic year, 21 percent of UGA undergraduate students received the federal Pell Grant, which is awarded to students in need across the nation. Among this group of Pell Grant recipients, 1,486 students reported a family income less than tuition and fees ($11,830 per year). For many, this means that everything in their college experience—housing, food, transportation, tuition, everything—is up to them. Some are still contributing to their family’s income on top of it all.

These students, who pursue education in the face of financial strain, should be supported. But many times, that support doesn’t come, and even when it does, it’s not always enough. The full cost of attending UGA annually is roughly $27,000, and a high-achieving student who arrives at UGA with a HOPE Scholarship and Pell Grant has about $12,000 of financial support from those sources, leaving an annual gap of around $15,000 (or $60,000 for a four-year degree).

We are committed to bridging this gap and providing immediate relief through the creation of new, endowed funds that can support a wide variety of areas such as tuition, room and board, books and supplies, or meal plans.

Every UGA student should be able to enjoy all the things that make UGA special without juggling multiple jobs on top of schoolwork. They should graduate ready to launch their careers, motivated by ambition and not onerous debt.

*QUOTES:*

“UGA was academically and socially where I wanted to pursue my education and reach my overall goals. My scholarship is the only thing keeping me here. Without it, I wouldn’t be able to pay for my education.” –A need-based scholarship student

“My family and I were not able to afford college without the massive help that I’ve gotten through UGA.” –A need-based scholarship student

“My scholarship has helped to relieve the financial stress that I would be under without it. Because I don’t have to worry as much about funding my education, I’ve been able to gain experience on a volunteer basis rather than focusing on paid positions.” –A need-based scholarship student

***EXPERIENTIAL LEARNING***

In 2016, UGA became the largest public university in the country to make experiential learning a graduation requirement for all undergraduate students.

Since that time, students have fulfilled this requirement by conducting research projects through the Center for Undergraduate Research (CURO), enrolling in service-learning initiatives, participating in internships and studying abroad—all experiences that bring classroom lessons to life.

[CURO projects allow undergraduates, even first-year students, the chance to work and learn with esteemed UGA faculty from across campus, broadening their horizons and exposing them to advanced research. Recent CURO students have worked as research assistants in UGA’s Clinical Affective Neuroscience Laboratory, studied autism in African populations, analyzed Americans’ relationships between financial knowledge and physical well-being, and much more.]

[Service-learning at UGA lets students turn their classroom lessons into real-world solutions for their communities, deepening their academic understanding, fulfilling UGA’s mission to serve and fostering students’ value of community service. Service-learning coursework is available in all of UGA’s schools and colleges, and each year, students volunteer hundreds of thousands of hours in community service through these classes.]

[Internships provide some of the best career preparation of a student’s education, and UGA’s network of partnerships means that our students have the chance to connect with leading organizations in an array of fields, putting Georgia grads several steps ahead of their peers.]

[Little else expands a student’s horizons like studying abroad. Experiencing a new culture while exploring their chosen field leaves an indelible mark on a student, furthering their understanding of their subject, their world and themselves.]

The value of our commitment to experiential learning is evident in our graduates’ success: the percentage of UGA’s most recent graduating class who are employed, continuing their education or not currently seeking employment is 96 percent, beating the national average by 11 percent.

But for students of limited means, these experiences can be just out of reach. An interview suit they don’t have, lab equipment they don’t own, airfare they can’t afford: these things can make the difference between a life-changing experience and a missed opportunity.

It is a priority of the *Commit to Georgia* Campaign to remove the financial barriers that keep our students from pursuing these unique educational opportunities. Students across campus encounter such roadblocks, but with your support we can eliminate them so that our students are free to dream big, and then dream even bigger.

*QUOTES:*

“When I signed up for the UGA en Buenos Aires program, I didn’t really know what I was getting myself into. My seven-week experience was filled with history, social awareness, hands-on learning and complete cultural immersion.” –Sehar Ali, Franklin College of Arts & Sciences

“My Disney internship was an invaluable experience, and I know that what I learned there can’t be learned in a classroom. When I went into engineering, I thought it was a self-sufficient major, but I was proven wrong at Disney. My job is collaborative and I really enjoy reaching out and meeting people.” –Avalon Kandrac, College of Engineering

“Not everyone can go outside and walk around in the woods and get paid for it. The scholarships have not only paid for activities, but eased the financial burden placed on me so that it has allowed me to get more involved in school.” –Blake Sherry, Warnell School of Forestry

“People who study abroad, they just can’t stop talking about their experience. It’s something that stays with them their entire lives. And if you talk to someone who didn’t study abroad, frequently they list it as one of the biggest regrets of their college years.” –Yana Cornish, UGA director of education abroad

***GEORGIA COMMITMENT SCHOLARSHIP***

The Georgia Commitment Scholarship program is designed to grow the number of need-based scholarships awarded to UGA students—a giant step toward eliminating the financial obstacles faced by many students.

During the 2018-2019 academic year, 21 percent of UGA undergraduate students received the federal Pell Grant, which is awarded to students in need across the nation. Among this group of Pell Grant recipients, 1,486 students reported a family income less than tuition and fees ($11,830 per year). For many, this means that everything in their college experience—housing, food, transportation, tuition, everything—is up to them. Some are still contributing to their family’s income on top of it all.

These students, who pursue education in the face of financial strain, should be supported. But many times, that support doesn’t come, and even when it does, it’s not always enough. The full cost of attending UGA annually is roughly $27,000, and a high-achieving student who arrives at UGA with a HOPE Scholarship and Pell Grant has about $12,000 of financial support from those sources, leaving an annual gap of around $15,000 (or $60,000 for a four-year degree).

Through the Georgia Commitment Scholarship Program, the UGA Foundation matches, dollar-for-dollar, gifts of $50,000, $75,000, or $100,000 and up to $500,000 to establish new, endowed need-based scholarships, thereby doubling the impact the donor makes.

Since the inception of the program, hundreds of scholarships have been created to help driven, deserving students. It is our goal to support every UGA student in need, and with your help, we can. Donations made before June 30 can be awarded to a student in the upcoming fall semester.

[Imagine a donation of $50,000 transforming to have twice the impact on a student in need.

* If you commit $50,000 to the Georgia Commitment Scholarship program, the UGA Foundation will provide an immediate $50,000 match to establish an endowed scholarship for need-based aid.
* As you fulfill your commitment over the next four years, your gifts will fund a $3,500 annual award and add $9,000 per year to the endowment, which is also accumulating investment earnings.
* In the fifth year, the endowment will have received $86,000 in contributions (in addition to accumulated investment earnings). At this point, the endowment will begin funding an annual award in perpetuity.]

[Imagine a donation of $75,000 transforming to have twice the impact on a student in need.

* If you commit $75,000 to the Georgia Commitment Scholarship program, the UGA Foundation will provide an immediate $75,000 match to establish an endowed scholarship for need-based aid.
* As you fulfill your commitment over the next four years, your gifts will fund a $5,250 annual award and add $13,500 per year to the endowment, which is also accumulating investment earnings.
* In the fifth year, the endowment will have received $129,000 in contributions (in addition to accumulated investment earnings). At this point, the endowment will begin funding an annual award in perpetuity.]

[Imagine a donation of $100,000 transforming to have twice the impact on a student in need.

* If you commit $100,000 to the Georgia Commitment Scholarship program, the UGA Foundation will provide an immediate $100,000 match to establish an endowed scholarship for need-based aid.
* As you fulfill your commitment over the next four years, your gifts will fund a $7,000 annual award and add $18,000 per year to the endowment, which is also accumulating investment earnings.
* In the fifth year, the endowment will have received $172,000 in contributions (in addition to accumulated investment earnings). At this point, the endowment will begin funding an annual award in perpetuity.]

The students who receive these scholarships also have access to special opportunities that enrich their student experience: workshops that offer specialized training in a variety of areas, alumni networking events, campus tours and more.

These gifts plant a seed that will grow to support generations of students, opening otherwise inaccessible paths and ensuring a brighter future for every community touched by our university and our students.

QUOTES:

“[Donors] are so selfless to help people they don’t know fulfill their education. That really changes lives, and I’m forever thankful for it.”—A Georgia Commitment Scholar

“Need-based aid resonates with me because it’s a way to positively change the trajectory of a person’s life, hopefully that of their family, and ultimately the state of Georgia.”—John Crawford IV, Georgia Commitment Scholarship donor and UGA Foundation Trustee

“If it weren’t for the kindness and generosity of my donors, I wouldn’t be at UGA. This scholarship has allowed me to grow in my faith, grow in my major, and get more involved at UGA.”—A Georgia Commitment Scholar

“By establishing a need-based scholarship, we wanted to help more students who are financially challenged to attend college. I cannot think of a more gratifying feeling than being able to give back to the university and support others like I was.” –Ernie Perez, Georgia Commitment Scholarship donor

***FACULTY SUPPORT/PROFESSORSHIPS/CHAIRS***

As a pioneering American research university with a land- and sea-grant mission, we are inspired to serve communities throughout our state and world.

But in order to continue addressing the global challenges facing all of us, we must expand support for the individuals at UGA who create and share knowledge for the benefit of others. It’s these individuals who are training entrepreneurs to create new businesses that will invigorate our state’s economy, who are studying infectious diseases to prevent the next outbreak and who are supporting farmers and agricultural leaders to help feed our home state and the world around us.

Endowed faculty support funds are valuable, in part, because of their flexibility. Funding can be used to assist with faculty travel, buy research equipment, supplement salary and more, according to the needs and priorities of [the school, college or unit]. Funding can also be used to bolster assistantships, thereby attracting promising students and further enhancing the faculty member’s impact on students and the university’s research enterprise.

[Establishing a **named professorship** helps to recruit and secure the talented individuals who will fill those roles. An endowment of $250,000 will generate incentive—in perpetuity—for leading educators and researchers to join the University of Georgia’s mission to serve our students, state and world. A named professorship catalyzes the important work our faculty undertake, spurring groundbreaking research and empowering our faculty to solve grand challenges.]

[A **named distinguished professorship** positions UGA to recruit the leading minds who will take on these challenges. Funded by a $500,000 endowment, a distinguished professorship grants the university a permanent advantage in securing the educators and researchers who will place UGA at the forefront of higher education and public service. Moreover, it grants a distinguished faculty member the resources to advance their field and take on the world’s grand challenges.]

[One of the strongest ways to support this effort is through the creation of a **named chair**. This position, funded by a $1 million endowment, grants UGA a permanent, significant recruiting tool to bring renowned, respected educators and researchers to Athens—a tremendous investment in the development of our students, the impact of our research enterprise and UGA’s ability to solve challenges in our state and the world at large.]

[The creation of a **named distinguished chair** signals to the world that UGA is prepared to lead the conversation on a given issue. The $2.5 million endowment backing this position enables the university to find and recruit globally recognized authorities who can have a transformational impact in their field, creating unparalleled experiences for our students and furthering UGA’s reputation as a leader in education, public service and research.]

***NAMING OPPORTUNITIES***

At the University of Georgia, one person can have an impact on generations, whether that’s a professor imparting knowledge, an administrator creating a strong institution or a donor laying the foundation for learning.

By putting your name or the name of your family, mentor, organization or loved one on a University of Georgia space, you not only etch that legacy into UGA’s history, but you provide a lasting reminder to generations of students of the support that surrounds them—the commitment not just of UGA but of the UGA family.

For more information on how naming opportunities work, visit https://dar.uga.edu/policies/nodes/view/93/UGA-Naming-Opportunities

***MERIT-BASED SCHOLARSHIPS***

Scholarships have the power to change lives and, by extension, our communities and the world at large. They allow the University of Georgia to commit even more deeply to those students who demonstrate excellence in and out of the classroom, the future leaders who will go on to develop revolutionary products and businesses, build on years of agricultural research or stop the spread of diseases before they become epidemics.

Those students, who could go anywhere, choose UGA because we can provide them direct pathways to unrivaled educational experiences with premier faculty in world-class facilities. UGA can only provide those things because of the support of the UGA family—together, we help promising students help the world.

The time is now to commit to these talented, inquisitive and driven students. In doing so, we will become an even stronger magnet for the sharpest learners from the broadest array of backgrounds.

By committing to helping these students through scholarship support, you can change lives and ensure a brighter future for every community touched by our university and our students.

*QUOTES:*

“Reflecting on the things I have been able to do at Georgia, I realize that they wouldn’t have happened at any other school. Getting to travel and be involved in the UGA and Athens communities—those are experiences that can’t be replicated anywhere else.” –Maddie Dill, recipient of the merit-based UGA Foundation Fellowship

“I chose to attend UGA because of the unparalleled freedom to explore what I want to do for the rest of my life. With the financial support of the UGA Foundation Fellowship, I knew that I would be able to take risks with my education, travel the world, and end up on the other side with a degree—or two—from a well-respected institution” –Sam Tingle, recipient of the merit-based UGA Foundation Fellowship

***FELLOWSHIPS***

When we commit to solving grand challenges, we do so knowing that our students will play major roles in this effort. UGA is committed to training students who will step forward to solve the biggest questions the world can offer, and we want to provide promising individuals every incentive to be those students.

The University of Georgia has a reputation for excellence that attracts outstanding graduate students, and endowed fellowships created with private support give UGA a competitive edge in bringing those students to Athens.

[A **named fellowship**, funded by a gift of $100,000 or more, supports an outstanding student in a graduate or professional school program. Income from the fund may be used for tuition, living expenses and other special expenses incurred in the course of graduate and professional study.]

[A **named distinguished fellowship**, funded by a gift of $250,000 or more, supports an outstanding student in a graduate or professional school program. Income from the fund may be used for tuition, living expenses and other special expenses incurred in the course of graduate and professional study.]

When the nation’s most talented students look for programs to continue their studies, financial aid can play a major role in where they go—even with assistantships and other aid, the costs of graduate school leave a financial gap for students to fill. The flexibility of a fellowship allows our graduate and professional students to focus on *how* they can advance their important work, not *whether* they can.

The time is now to commit to those students who are prepared to become drivers of innovation, leading edge researchers and champions for social good. With your help, they can become the architects of a better world.

***RESEARCH***

As Georgia’s most comprehensive research institution, the University of Georgia is a research leader in a variety of fields, from plant sciences to infectious diseases to behavioral science and beyond. UGA’s research enterprise is committed to creating healthier people, a more secure future and stronger communities, and without private support, this work would not be possible.

Complex research can take years to complete, and traditional funding models often don’t account for this careful pace. Moreover, if a research team is seeking federal grants to propel their work, the amount of preliminary data that must be gathered can take even more time and money.

Because of this—along with larger state budget cuts and the decrease of available federal grants—private giving is critical to advancing UGA’s research enterprise. Your gift does this by helping UGA compete for and retain top faculty, expand graduate programs, and improve research equipment and facilities.

By committing to support research at the University of Georgia, you’re ensuring our faculty are leaders in their fields. You’re creating an incentive for trail-blazing students to attend UGA. You’re building labs that deliver transformative research to the world. You’re paving the way for new research partnerships that support industry, create new businesses, and generate new jobs.

But above all, you’re improving the lives of everyone—and everything—touched by the results of research funded through your generous gift.

***UNRESTRICTED SUPPORT***

Unrestricted funds at UGA offer donors the best opportunity to support the university’s most pressing needs.

The [unrestricted fund name], one such unrestricted fund, is flexible and directed by [leaders in the benefitting area], which means that your gift goes directly to current, high-priority initiatives that touch our students’ lives. These types of gifts are used to support scholarships, travel support, special student-alumni events, day-to-day operating expenses and more. In this way, [unrestricted fund name] is the most versatile resource available to [School/College/Unit/UGA].

[The Georgia Fund for campus-wide support is the university’s overall unrestricted account. Today, 100 percent of undesignated gifts to the Georgia Fund provide students with much-needed scholarship support, creating an incredible impact on their educational experience.]

With your support, we can address the most critical needs on campus, thereby empowering our students to address the most pressing challenges facing communities near and far.

***BLENDED GIFTS***

Establishing a legacy at the University of Georgia is easier than you think, and you can make an impact today, tomorrow and forever through a blended gift.

With a blended gift, which combines two or more gift types, you increase your philanthropic impact, maximize your personal tax benefits, preserve wealth for you and your family and further the university’s mission.

No matter how ambitious your charitable goals are, blended gifts offer the most effective, impactful way to reach them: immediate gifts (cash, securities, real estate, charitable lead trusts, IRA rollover) provide aid now, while deferred gifts (wills, trusts, retirement assets, life insurance, charitable gift annuities, charitable remainder trusts) build on and sustain that aid long into the future.

With blended gifts, you can make an impact far greater than ever imagined and build your UGA legacy today.

***INNOVATION DISTRICT***

Georgia’s rapidly evolving economy presents great opportunities for those who are driven by possibility and determined to discover. The University of Georgia is answering that call with its next great leap forward: the Innovation District.

The Innovation District will be an integrated set of facilities offering a broad range of spaces and programs designed to inspire collaboration, discovery, innovation and entrepreneurship, ultimately making UGA—already America’s top university in bringing new products to market—a more powerful driver of economic development in Georgia.

The roots of this idea reach all the way to UGA’s founding, when the innovative idea to bring higher education to the public changed the course of our state forever. Today, you can find that same pioneering spirit in the first phase of the Innovation District: Studio 225 on Broad Street, which houses our booming Student Center for Entrepreneurship.

Plans for phase two already are moving forward, including the renovation of a facility at the corner of Spring and South Streets—the intersection of downtown Athens and North Campus—to foster faculty entrepreneurship, industry collaboration, and experiential learning.

Over time, the fully developed Innovation District will provide:

* customized office space for industry tenants who want deeper collaboration with UGA
* startup space for faculty, student, and alumni entrepreneurs
* coworking space to promote collaboration and big-sky thinking
* flexible space for entrepreneurship training and education, pitch competitions, hackathons, and community
* multi-use greenspace for outdoor events and activities

The Innovation District initiative brings together bright minds from every discipline across campus. It is designed to take on challenges from multiple angles, shape discoveries into marketable solutions, provide customizable problem-solving, and educate tomorrow’s creators to be skilled, experienced, and versatile. Through this, it will drive economic development with novel solutions shared with the world.