

Campaign

Honey Bee Research and Extension Laboratory Adopt-A-Hive *University of Florida*

Objective or purpose of project:

In February of 2022, the Adopt a Hive campaign was launched to 1) Develop annual support for the UF/IFAS Honey Bee Research and Extension Laboratory (HBREL); 2) Elevate apiculture research and Extension programming; and 3) Diversify stakeholders and build a community of bee educators, researchers, and conservationists through a unique giving opportunity.

Audience:

The UF/IFAS Bee Lab attracts a large and diverse audience. While we have alumni, students, faculty, and staff that participate in the Adopt-a-Hive campaign, many of our donors are not affiliated with UF in any way. The campaign is promoted on the Bee Lab podcast (Two Bees in a Pod) which has a large, global audience. It is also promoted at Bee College, a bi-annual event for anyone who wants to learn about beekeeping. We have found our audience is primarily made up of people who are concerned about 'saving the bees' but who are not beekeepers and this is their way of helping to protect the honey bees.

Project Outcome:

Since March of 2022, the Adopt-a-Hive Program has raised \$11,655 from 27 unique donors and 95 gifts. Of the 27 donors, 21 are friends of the university, with their primary connection being Adopt-a-Hive and 18 were first time donors. The Adopt-a-Hive campaign relies on recurring monthly or annual gifts, ensuring donor retention.

What makes this project exceptional?

After a successful fundraising campaign to build the UF/IFAS Honey Bee Research and Extension Laboratory, the Adopt-a-Hive annual giving campaign was the next step toward continuing donor engagement in support of the lab. Adopt-a-Hive stands out as an innovative and collaborative fundraising approach unique to many current ideas. The campaign effectively targets new stakeholders through a memorable and creative appeal while building a strong community within the beekeeping industry. Donors to the campaign were invited to Bee Lab Field Day event, which was a special behind the scenes tour with HBREL faculty and staff, facilitating exclusive access and showcasing the cutting-edge research their gifts support. One participant shared he wasn't sure what to expect, but the event exceeded his expectations. Through the teamwork and efforts of the UF/IFAS Honey Bee Research and Extension Laboratory and UF/IFAS Advancement, the campaign has proven to be exceptionally sustainable, practical, and is making a tangible difference for the Bee Lab.

