

Print Media – Donor Engagement Materials

Donor Holiday Gift *Texas A&M University*

Objective or purpose of project:

Each year, Texas A&M AgriLife sends holiday gifts to donors and external stakeholders to show appreciation for their support of our College and University. This act of stewardship serves as a final touchpoint for the year from our development office and is also an opportunity for Texas A&M AgriLife to highlight programs within our College.

Audience:

Principal and recent donors, external stakeholders

Project Outcome:

This year's holiday gift consisted of a Texas A&M AgriLife charcuterie board and the Dean's favorite food pairings. The consumables are all produced by different departments in our college - a package of beef jerky, produced by the Rosenthal Meat Science and Technology Center in the department of animal science, a bottle of honey produced and packaged by the Texas A&M Honeybee Lab in the department of entomology, and a bag of Aggie Pecans grown and harvested by the department of horticultural sciences. Enclosed in the gift was verbiage about each of these Aggie products and respective departments as well as hand-written cards by development officers. All of this was packaged in a custom AgriLife-branded shipping box with branded address labels.

While our holiday gifts come during a busy time of the year, the branding and attention to details ensure that our gifts are a stand-out piece for the recipients. Our development officers receive emails and phone calls of appreciation throughout December thanking us for the thoughtful, practical gift. This allows our development officers to have meaningful conversations with donors before the end of the year.

What makes this project exceptional?

Our donors receive many gifts and can purchase most of what they would want for themselves. However, providing them with the experience of eating products from the different departments invokes memories of Aggieland, making it a small, but very memorable present. In addition, we have taken advantage of our donors' attention by also educating our donor base on research conducted by our departments. Included in the gift was also a hand-written holiday card by the donors' assigned development officer. Adding a hand-written element ensures the gift is personalized for each recipient. Combining a practical gift, research education, personalization, and cohesive branding makes for a holiday gift that stands out amongst the rest.

