

Effective Storytelling That Encourages Giving

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Cameron Mann, Purdue University College of Agriculture, Director of Development

Raising Awareness for Local Programs

Cattle for a Cause

GOALS

- New gift vehicle being piloted
- Awareness of ability to support local program

OUTCOMES

- \$32,500 Endowment from local representative to support county 4-H program



We at the UF/IFAS Okeechobee County Extension have a passion for agriculture, the environment and our local community. One of our premiere programs is our 4-H program with its longstanding tradition of success in preparing students to be productive citizens. Currently, we are serving 626 4-H members and influencing more than 3,000 students through our school enrichment programs.

I'm writing to announce an exciting partnership between Okeechobee 4-H and the Okeechobee Livestock Market. It is now possible to donate livestock directly to Okeechobee 4-H when you take livestock to market. Proceeds from the sale of your donated livestock will help to create the Okeechobee 4-H Endowment.

The Okeechobee 4-H Endowment will serve as a perpetual stream of income to support our 4-Hers as they compete in contests, travel to conferences and learn new skills. Our goal is to raise \$30,000 to establish a permanent endowment through the University of Florida Foundation that will solely benefit Okeechobee County 4-H.

The next time you are at the Okeechobee Livestock Market, please consider donating one (or more!) head of livestock to Okeechobee 4-H. The enclosed brochure contains more information about how to donate. Your gift will have an impact on our local students as we prepare them to become educated citizens.

If you have any questions, please feel free to contact me at 863-763-6469 or l.butler@ufl.edu. Thank you for your consideration.

Sincerely,

Lauren D Butler

Lauren Butler



BELIEVE IN THE POWER OF YOUNG PEOPLE

Fuel local 4-H activities with a gift of livestock

Whether leadership or livestock, Okeechobee youth are eager to learn and the 4-H program exists to teach them.

As the local branch of the nation's largest youth development organization, Okeechobee 4-H works each day to arm youth with the tools that will help them grow and develop into the next generation of this county's agriculturists.

What's more, the lessons they take away go far beyond fertilizing methods and livestock management. 4-H also offers lessons in patience, preparation, perseverance, service and other qualities that build character and reinforce the values our community is built upon.

UF | IFAS Extension
UNIVERSITY of FLORIDA



The **OKEECHOBEE LIVESTOCK MARKET** also believes in the good work happening in our community's 4-H program and now offers an easy way for locals to support its activities.

The next time you bring livestock to market, consider donating one head or more to Okeechobee 4-H. All you have to do is let the market office know how many head you want to give and staff will ensure those proceeds are earmarked for the Okeechobee 4-H program in care of the University of Florida's account.

In exchange, you will receive a gift receipt from UF/IFAS and the satisfaction that your contribution is building a firm foundation for generations of Okeechobee youth who will ultimately lead our community. Thank you for considering this special opportunity.

YOUR COMMUNITY. YOUR LEGACY.

UF|IFAS

CHARITABLE TRANSFER OF LIVESTOCK

In support of Florida 4-H Program at the University of Florida, I wish to make a gift by donating:

DONOR INFORMATION (Please Print)

Name: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Telephone: _____

Email: _____

GIFT INFORMATION

County to receive gift: _____

Please keep this gift anonymous

Signature: _____

Date: _____

Non-salable livestock will be returned to donor and is not the responsibility of the University of Florida.

TAX INFORMATION

- The gift (transfer of ownership) occurs before the sale. The donor shall not sell or otherwise provide instructions of the sale.
- Contributing livestock may allow you to avoid the sale of the commodity as income, while still deducting production costs, thus reducing taxable income and supporting the area of your choice in IFAS.

Sharing the Agricultural and Biological Engineering Building Story


- Renovation and addition scheduled to be completed in 2020
- \$11 Million in Private Support
- Quarterly Communication Stewardship Plan



Telling the Demo Story



Telling the Demo Story



PURDUE University
College of Agriculture

AGRICULTURAL & BIOLOGICAL ENGINEERING
Building Update

And the ABE walls come tumblin' down!

Remember the back half of our ABE building? It's gone.

Wrecking balls have been swinging this summer...and ABE's \$80 million renovation/construction project is in full swing, too.

Here's an update:

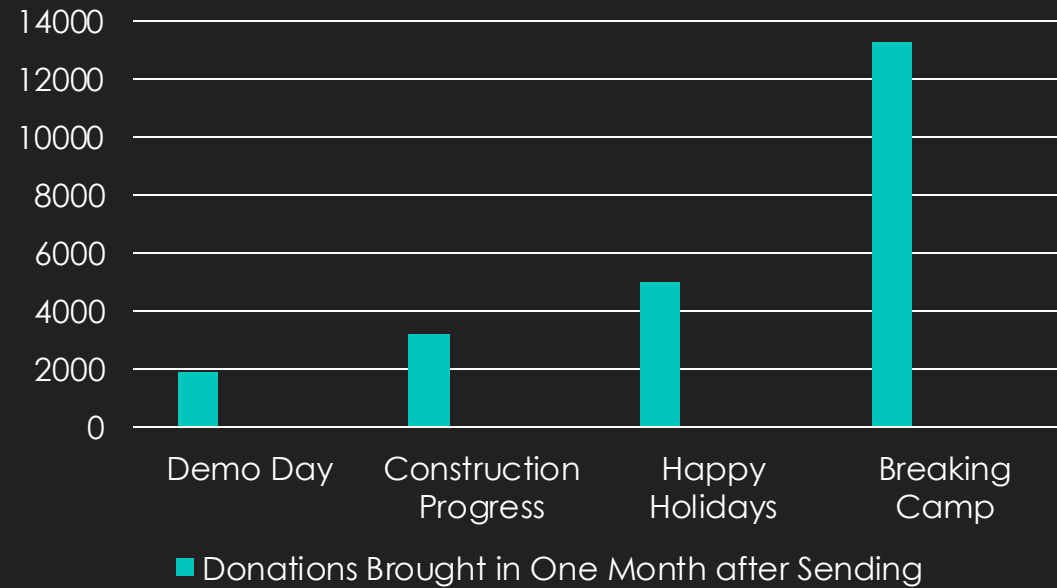
- We finished moving out of the building on April 30. (A lot of us are in Lilly Hall.)
- Want to [watch the demolition](#)? Of course you do.
- Follow the construction progress.
- Want to [contribute to the building fund](#)? Naming opportunities are still available.

Communication Leads to Dollars

Communication Topics

- Demo 20thDay
 - July
- Construction Progress
 - October 11th
- Happy Holidays
 - December 17th
- Breaking Camp
 - April 19th

Donations after Sending Communication



Legacies and Gift Planning

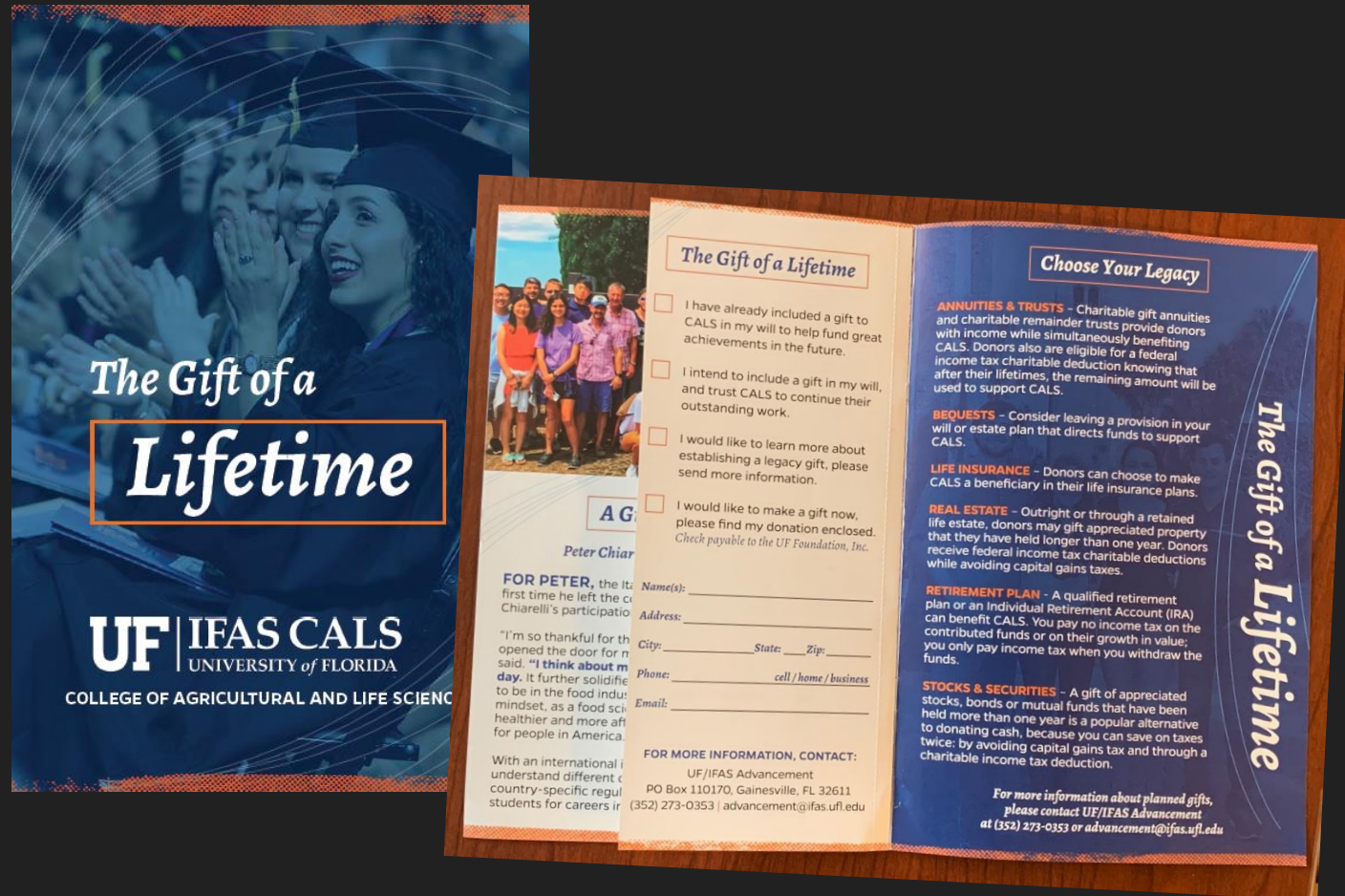
CALS Gift of a Lifetime

GOALS

- Educate about giving options
- Engage with alumni

OUTCOMES

- \$50,000 estate gift, 2 cash gifts
- Alumni stories



Dear friends,

Happy New Year! In the spirit of New Year's resolutions, we in the UF/IFAS College of Agricultural and Life Sciences (CALs) are resolving to remember our past and explore our future. I am amazed by stories of our college's alumni: doctors curing diseases, business owners growing produce for the world, land managers governing thousands of acres, and dietitians counseling patients. Each of these careers, and others, have the same beginning - the College of Agricultural and Life Sciences.

Hopefully, CALs was the launch pad for many of your life's greatest moments - preparing you for a career, introducing you to your spouse, connecting you with lifelong friends and providing a permanent connection to the Gator Nation.

Join us in remembering our college's history by sharing some of your favorite CALs memories. Enclosed is a card to record your favorite or most meaningful recollections of your time as a CALs student. I look forward to seeing your responses.

CALs has a unique and strong heritage. But we also have aspirations to be the premier land-grant college of agricultural and related sciences. We aim to be the first choice for students seeking academic programs in agriculture, natural resources and related sciences, and the preeminent source of talent for employers, graduate programs and professional schools.

I ask you to consider how you can participate in our plans for the future. One way to support our college is through including a provision in your estate plan. Please think about designating CALs as a beneficiary of your will or trust, life insurance, or retirement plans. This process is simple, and you can choose to have the college receive a set dollar amount or a percentage of your estate.

As we build on our past, our future ambitions require financial help, and leaving a legacy gift is one of the most meaningful ways you can contribute to CALs. I look forward to hearing from you!

Go Gators!

R. Elaine Turner, Dean
UF/IFAS College of Agricultural and Life Sciences

Remembering our Past

Exploring our Future

One Supporter's Story

Mike Di Girolamo, BSA Microbiology & Cell Science, '84

AFTER RETIRING from the financial industry and creating the La Cucina Sabina culinary resort in Italy, Mike Di Girolamo desired to provide CALs students with the valuable educational experience of studying abroad.

"I wanted to make something available to students who didn't have enough money to participate in an educational trip, like studying abroad in Italy," Di Girolamo said.

Di Girolamo launched an endowed scholarship for students in the Food Production to Consumption study abroad program in Italy. To ensure this scholarship was a well-funded resource for students, he included the endowment in his estate plan. Each summer, Di Girolamo hosts the students at his culinary villa to share his CALs and industry experiences.



"You can't make an impact if you don't plan it."

"The fact that I can see the impact this learning experience has on the students is the most gratifying part," Di Girolamo said. He encourages others to start estate planning early—even at the ages of 30 or 40—to ensure their wishes are met.

"If you wait to give something until you're already gone, or you don't start the process of giving, then you don't get to see the impact and realize the gratitude of individual students because of something you've put in place," Di Girolamo said. "You can't make an impact if you don't plan it."



A Grateful Recipient

Peter Chiarelli, Senior Food Science Major

AFTER, the Italy study abroad experience was the one that left the country. Di Girolamo's scholarship made his participation in the program possible.

"I'm thankful for the experience, which opened the door for me to travel," Chiarelli said. "I think about my experiences every day. It further solidified how much I want to work in the food industry and put me in the spotlight as a food science major, to create more and more affordable food products here in America."



"In an international industry like food, students must understand different cultures, viewpoints in science and specific regulations. These global interactions prepare us for careers in international environments."

Share your favorite
CALs memory:

The Gift of a Lifetime

- I have already included a gift to CALs in my will to help fund great achievements in the future.
- I intend to include a gift in my will, and trust CALs to continue their outstanding work.
- I would like to learn more about establishing a legacy gift, please send more information.
- I would like to make a gift now, please find my donation enclosed. *Check payable to the UF Foundation, Inc.*

Use

Name(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ cell / home / business

Email: _____

FOR MORE INFORMATION, CONTACT:

UF/IFAS Advancement
PO Box 110170, Gainesville, FL 32611
(352) 273-0353 | advancement@ifas.ufl.edu

Sharing Doc Hunsley's Story

- Honoring a person with a story and a person that has played a part in the story of donors
- Simple appeal
- ROI

Dear ##Preferred Name##,

We hope this finds you doing well! As someone who was either taught by, coached by, or impacted by Dr. Roger Hunsley, we are inviting you to join us in honoring his legacy on Purdue and the livestock industry.

Dr. Hunsley undoubtedly left a mark on many Boilermakers. Through his 16 years of teaching animal sciences at Purdue and coaching the livestock judging team to three national championships, he impacted the lives of many livestock enthusiasts.

The year 2021 will mark the 50th anniversary of Dr. Hunsley leading Purdue to its first national championship at the North American International Livestock Exposition (NAILE). As a way for those of us who have been touched by Dr. Hunsley's legacy to say thank you, we are establishing the ***Dr. Roger E. Hunsley Livestock Judging Student Award Fund Endowment***. This fund will honor the Purdue livestock judging team member with the highest reasons competition placing at the NAILE and the Purdue livestock judging team member with the highest overall placing at the NAILE with monetary awards.

If you wish to support this fund to honor and further Dr. Hunsley's legacy of teaching and coaching, you can do so online by [clicking here](#).

Thank you for considering honoring Dr. Hunsley for his impact on your time and the time of many others at Purdue. If you have any questions, please feel free to contact one of us signed below or April Shepherd at Purdue (agshepherd@prf.org).

Hail Purdue!

Dan Strahl, Livestock Team Member 1968

Steve Ehman, Livestock Team Member 1968

Jerry Nickel, Livestock Team Member 1974

Neil Planalp, Livestock Team Member 1978

Breanna Lawyer, Livestock Team Member 2014

Doc Hunsley's Story Leads to Dollars

- Mail Appeal
- Followed by email Appeal

Hunsley Endowment

Email 1-appeal 15604
\$1,550/6 donors

Mail-appeal 15735
\$22,634.56/47 donors

Weblink-appeal 15736
\$0/0 donors

Total Dollars: \$24,184.56
Total Donors: 53 donors
Cost: \$103

Affinity Giving Campaign

Ambassador Summer Giving Challenge

GOALS

- Engage special alumni segment in giving
- Steward lead program donor
- Educate and foster giving among future ambassador alumni

OUTCOMES

- \$8,775 in new gifts
- Engagement of endowment donor

CALS AMBASSADORS SUMMER GIVING CHALLENGE

MAKE A GIFT



College of Agricultural and Life Sciences Summer Giving Challenge

We're kicking off the CALS Ambassadors Summer Giving Challenge! Dean Elaine Turner has offered to match \$2,500 of gifts made during this challenge, helping your support go even further. Our goal is to announce a total of \$5,000 or more in new support at Ambassador team training on August 13.

As a CALS Ambassador, you made an impact on countless others, and we hope your Ambassador experiences continue to have a lasting influence on your life. As alumni, your giving is an encouragement to the newest members of our CALS Ambassador family.

TRACK OUR PROGRESS:

OUR GOAL: \$2,500

We have raised \$8,775.00 to date.

GIVE NOW

Donation

○ \$25.00

○ \$50.00

Affinity Giving Campaign

College of Agricultural and Life Sciences
Summer Giving Challenge

Support our CALS Ambassadors Program



Affinity Giving Campaign

