ABOUT UNIVERSITY ADVANCEMENT

• Joanna Curtis is the Chief Advancement Officer for the University of Memphis.

• University Advancement is a team of approximately forty people.

• The six areas of University Advancement are: Advancement Services; Alumni Programs; Annual Giving; Corporate and Foundation Relations; Major Gifts; and Planned Giving.

• We seek to raise funds to supplement the support UofM receives from the state of Tennessee. Approximately 30% of our budget comes from the state government.
Fundraising 101

The Three Areas of Fundraising

**Annual Giving**
- Smaller amounts
- Annual Gifts made each year
- University wide support

**Major Gifts**
- Larger amounts
- Paid over a period of time (5 years)
- Specific purpose

**Planned Giving**
- Bequests or insurance policies designated to the University
- Giving much later

What do we raise money for?

- Student Scholarships
- Academic Programs
- Campus Facilities
- Research
- General Support
Fundraising 101

Who do we ask for support?

• Alumni
• Friends
• Corporations
• Foundations
• Faculty and Staff

How do we ask for support?

• Personal Solicitation
• Direct Mail
• Phonathon, text-to-give
• Email, Social Media, and the Internet
• The Faculty and Staff Campaign
THE FACULTY AND STAFF CAMPAIGN

• Annual Giving runs the Faculty and Staff campaign annually
• Gifts of any size
  • One-time gift
  • Recurring gift
  • Payroll deduction
• You can give to any area of the UofM you wish to support!
  • Academics
  • Athletics
  • Scholarships
  • Memphis Fund (*General Support*)
The Columns Society is one way the UofM acknowledges those who have or have had the vision, foresight and generosity to include the University in their planned and estate giving.
WHAT IS ESTATE PLANNING?

• Estate planning is simply the **systematic approach** to getting your personal and financial affairs in order in the event you become mentally incapacitated or die
HOW CAN I GIVE TO THE U OF M?

• Online by visiting: supportum.memphis.edu/givenow

• Payroll deduction
  • Enter your myMemphis portal
  • Employee Tab
  • Faculty and Staff Giving

• Mail a check to the University of Memphis Foundation
  • Department 238, UofM Foundation
  • P.O. Box 1000
  • Memphis TN 38148

• Give us a call at 901.678.3953. We can make arrangements for you to drop your gift off at Billy Mac Jones Building or pick it up.
Questions?

**People to know**

- Craig Caskie, Annual Giving  
  ccaskie@memphis.edu
- Angela Jarvis, Annual Giving  
  ajarvis@memphis.edu
- LaGerra Williams, Annual Giving  
  ljwllms2@memphis.edu
- Wesley LaRue, Planned Giving  
  wtlarue@memphis.edu

Thank you

Please let us know if University Advancement can assist you in any way.