

# ENGAGEMENT DURING COVID-19

CINDY FREDRICK, ASSOCIATE VICE PRESIDENT

UNIVERSITY ADVANCEMENT





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# 130 FACULTY & STAFF SPEAKERS

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“Wow, what a fantastic panel and moderator team!  
Thank you for such an informative and timely conversation.”



Leslie Keleher Harris (CLAS '83, PAR '11, '15)



Katie Swenson (ARCH '00, PAR '23) and Elgin Cleckley (ARCH '93)



Priyanka Shetty  
(GSAS '19)



Micah Iverson  
(CLAS '16)

# 100 ALUMNI & PARENT SPEAKERS

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"Educational yet fun. There is such a wealth of knowledge & expertise amongst UVA alumni"

## Hoos in the Know: The Current State of Sports



Virginia Club of New York Executive Director Amelia Wald (CLAS '19) with Barry Parkhill (ED'73), Tiki Barber (COM'97), Carla Williams and Joe Harris (CLAS'14)



105  
UVA CLUBS

"I really liked being able to talk to other new students from my area and see what we had in common."

# STAFF & STUDENT STARS

- Developed team expertise
- Took risks and made quick adjustments
- Increased collaborations & partnerships with Schools & Centers
- Served on COVID-19 Care team for students in quarantine or isolation
- Supported UVA Town Halls
- Aligned outreach with DEI Initiatives
- Engaged donors through 25,000 calls made by UVA phonathon students



# 470 Digital Events since 3.16.20

**71,500**  
Registrations ( in Advance)  
**157%** increase YOY



**49** US States  
**73** Countries



Alumni Donors  
**38%** current giving  
**82%** lifetime giving

**4.64**  
Average Satisfaction Score  
5-point scale



Thank you for investing in students like Terriana! Your generosity helps them pursue their goals and achieve their dreams here at UVA and beyond.

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## UVA CLUB of SAN ANTONIO



Dear Tiffany,

I hope this email finds you and yours well. During this challenging time, you may be wondering what you can do to help students impacted by the spring semester changes due to the COVID-19 outbreak. If you are so inclined to help out, here are my suggestions for the Hoos in the UVA Club of San Antonio:

1) Make a gift to the Student Life and Leadership Fund. This is a long-standing "rainy day" fund administered by the Division of Student Affairs to help students with unexpected expenses. This fund helped get our students home from Charlottesville and abroad, and now it is helping with the basics that our students need to live and study. [Click here to make a gift.](#)

Annual Giving since  
3.16.20

- Support for COVID -19 Funds
- 61 appeals, 20 impact pieces
- 48% increase in donors from President's Fall direct mail solicitation

# FEEDBACK FROM ALUMNI, PARENTS AND FRIENDS

"Even though I live in Charlottesville, these Zoom presentations have made me feel even more connected to UVA."

"Thank you for the opportunity to feel "close" to current UVA thought leaders."

"I realize more than ever how nuanced and complex these issues are. Hearing them discussed by two such profound and eloquent speakers was encouraging."

"What a lovely show of gratitude. If you keep calling, I'll keep giving."

