



# Administrative Professional Training

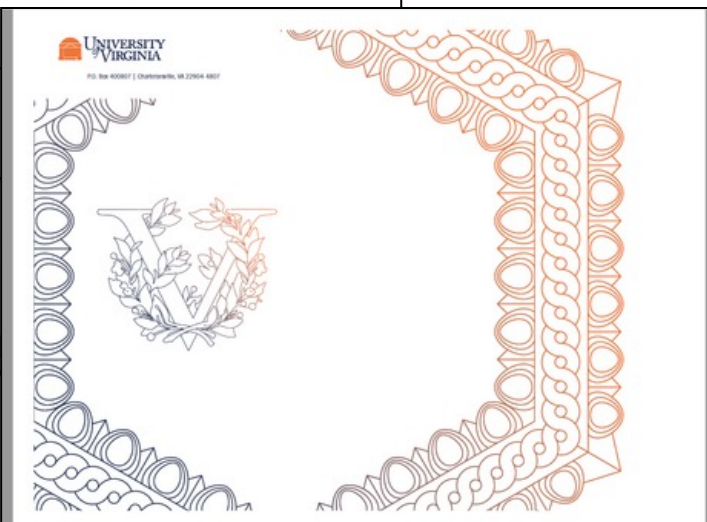
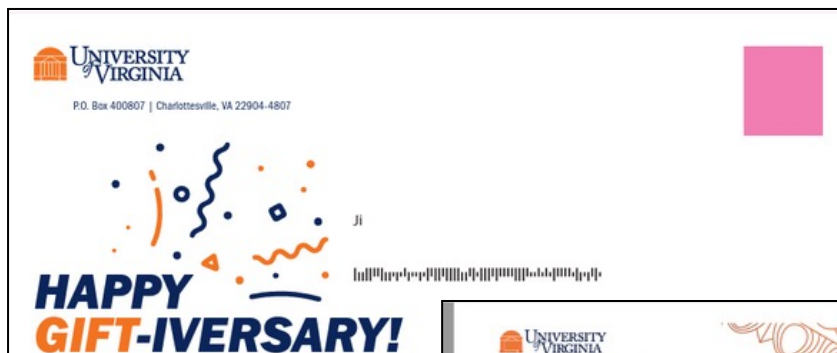
NEXT LEVEL COMMUNICATION



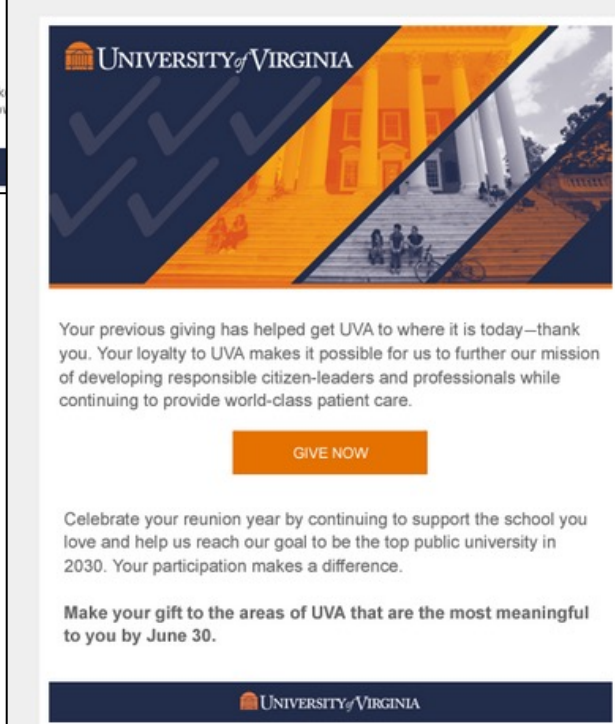
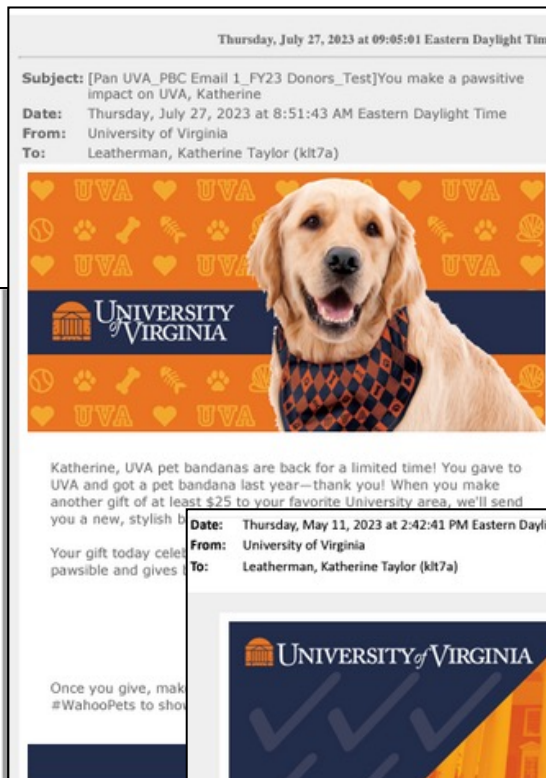
Advancement Administrative  
Professionals Training Program

# What does UAG do?

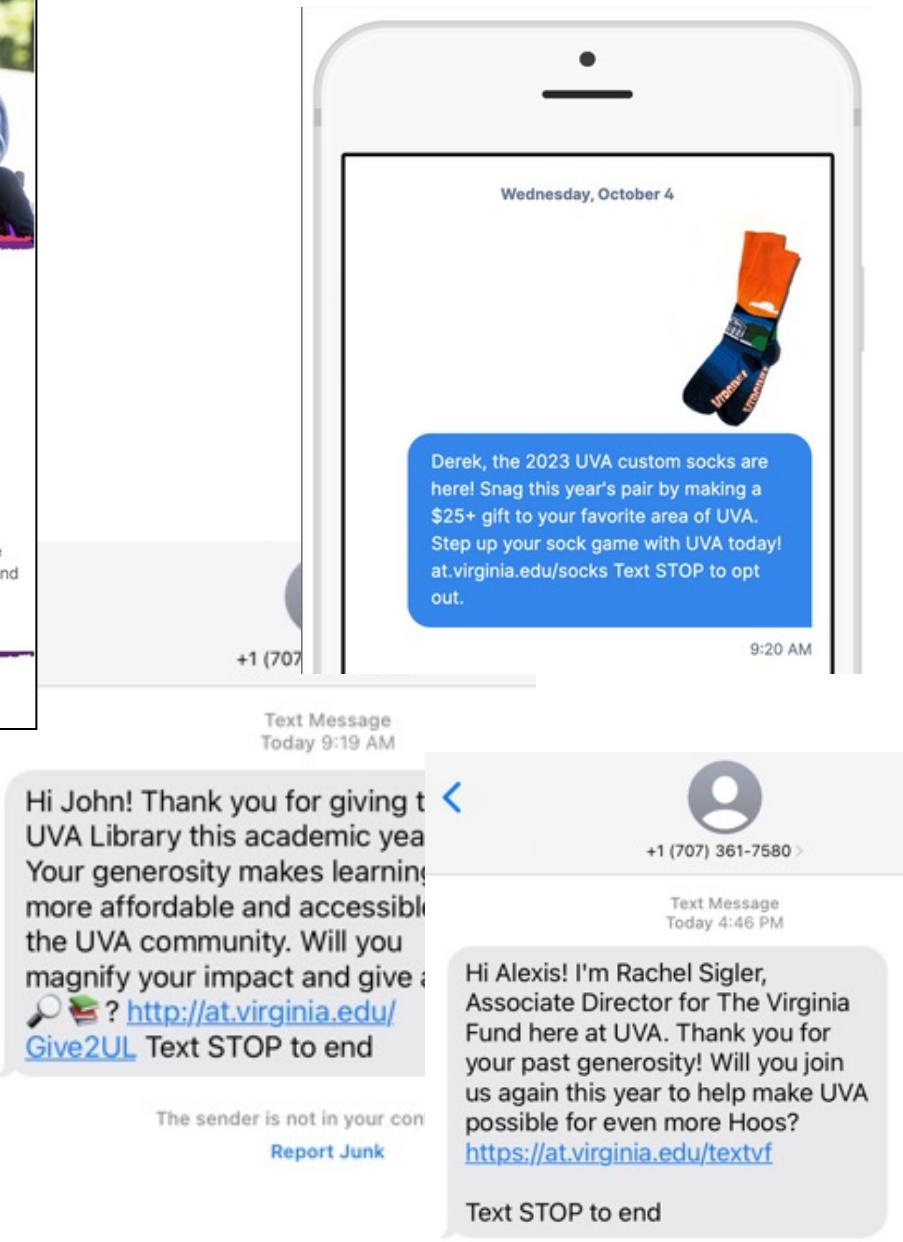
## Direct mail



## Email



## Text Message



# GIVE DAYS

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# Email Excellence

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# SalesForce Marketing Cloud vs. Microsoft Outlook


- Audience size
- Purpose of the email
- Automation needs
- Tracking and Analytics
- Content and Design
- Personalization and Segmentation
- Training and Support



# Email Best Practices

- Only one call to action!
- Stay on brand ([brand.virginia.edu](http://brand.virginia.edu))
- Add contrast
- Short paragraphs
- Bulleted lists
- White space is good
- Mobile first



 Jefferson Blue	RGB: 35, 45, 75	HEX: #232D4B
Rotunda Orange	RGB: 229, 114, 0	HEX: #E5720

# Print Prowess

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# Print Vendor Comparison

VENDOR	LOCAL	CONTRACT	LARGE PROJECTS	TURNAROUND TIME	SERVICE
UVA PCS	✓	✓	✗	✓	✓
MCR	✗	✓	✓	✗	✓
CDS	✗	✓	✓	✗	✗
Press America	✗	✗	✓	✗	✓
MSV	✓	✓	✓	✗	✗
T&N	✓	✓	✗	✓	✓

# Vendor Selection

- Audience size
- Tracking and Analytics (informed delivery)
- Timeline
- Personalization and Segmentation (data complexity)
- Premiums or “freemiums” included?
- Who will send you or the vendor?

# Quality Assurance Quest

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# Quality Assurance

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- **Make a process and stick to it**
- Two sets of eyes on everything
- Send yourself a test (email)
- Grammarly
- Email on Acid (email testing software)
- Scribendi (paid proofreading service)
- 5 Samples with data from each segment (print)
- **Make a process and stick to it**






# Decoding Appeal Codes

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# Appeal Code Basics

- 10 digit alpha numeric code on reply devices
- Five key indicators are identified:
  - Fiscal Year
  - School or unit
  - Channel
  - Timing
  - Audience

<p>PLEASE ACCEPT THIS SUSTAINING MONTHLY GIFT:</p> <p><input type="checkbox"/> \$65    <input type="checkbox"/> \$ _____</p>	<p>PAYMENT METHOD:</p> <p><input type="checkbox"/> Check made payable to University of Virginia</p> <p><input type="checkbox"/> Charge _____</p> <p>Card number _____</p> <p>Exp. date _____</p>
<p>PLEASE ACCEPT THIS ONE-TIME GIFT OF:</p> <p><input type="checkbox"/> \$750    <input type="checkbox"/> \$850    <input type="checkbox"/> \$1,000    <input type="checkbox"/> \$ _____</p>	<p>GIVE ONLINE: <a href="http://www.virginia.edu/give">www.virginia.edu/give</a> or scan the QR code</p> <p><i>If this crossed paths with your gift, thank you!</i></p> <p>Michael Cappucci</p>
<p>DESIGNATED TO:</p> <p>\$ _____ School of Law 03492-TR</p> <p>\$ _____ The Virginia Fund 22016</p>	<p>UVA000278881024AGQ1PNAD220161</p>



- Fiscal year/unit code/project type or channel/ time of year/audience or description

# Appeal Code Basics

<p><b>PLEASE ACCEPT THIS SUSTAINING MONTHLY GIFT:</b></p> <p><input type="checkbox"/> \$65    <input type="checkbox"/> \$ _____</p>	<p><b>PAYMENT METHOD:</b></p> <p><input type="checkbox"/> Check made payable to University of Virginia</p> <p><input type="checkbox"/> Charge _____ Card number</p> <p>_____ Exp. date</p>
<p><b>PLEASE ACCEPT THIS ONE-TIME GIFT OF:</b></p> <p><input type="checkbox"/> \$750    <input type="checkbox"/> \$850    <input type="checkbox"/> \$1,000    <input type="checkbox"/> \$ _____</p>	<p><b>GIVE ONLINE:</b> <a href="http://www.virginia.edu/give">www.virginia.edu/give</a> or scan the QR code</p> <p><i>If this crossed paths with your gift, thank you!</i></p> <p>Michael Cappucci</p>
<p><b>DESIGNATED TO:</b></p> <p>\$ _____ School of Law 03492-TR</p> <p>\$ _____ The Virginia Fund 22016</p>	<p>UVA000 [REDACTED] 24AGQ1PNAD220161</p>

24    AG    Q1    P    NAD



# Results Reporting

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## Tableau vs. Cognos/AP



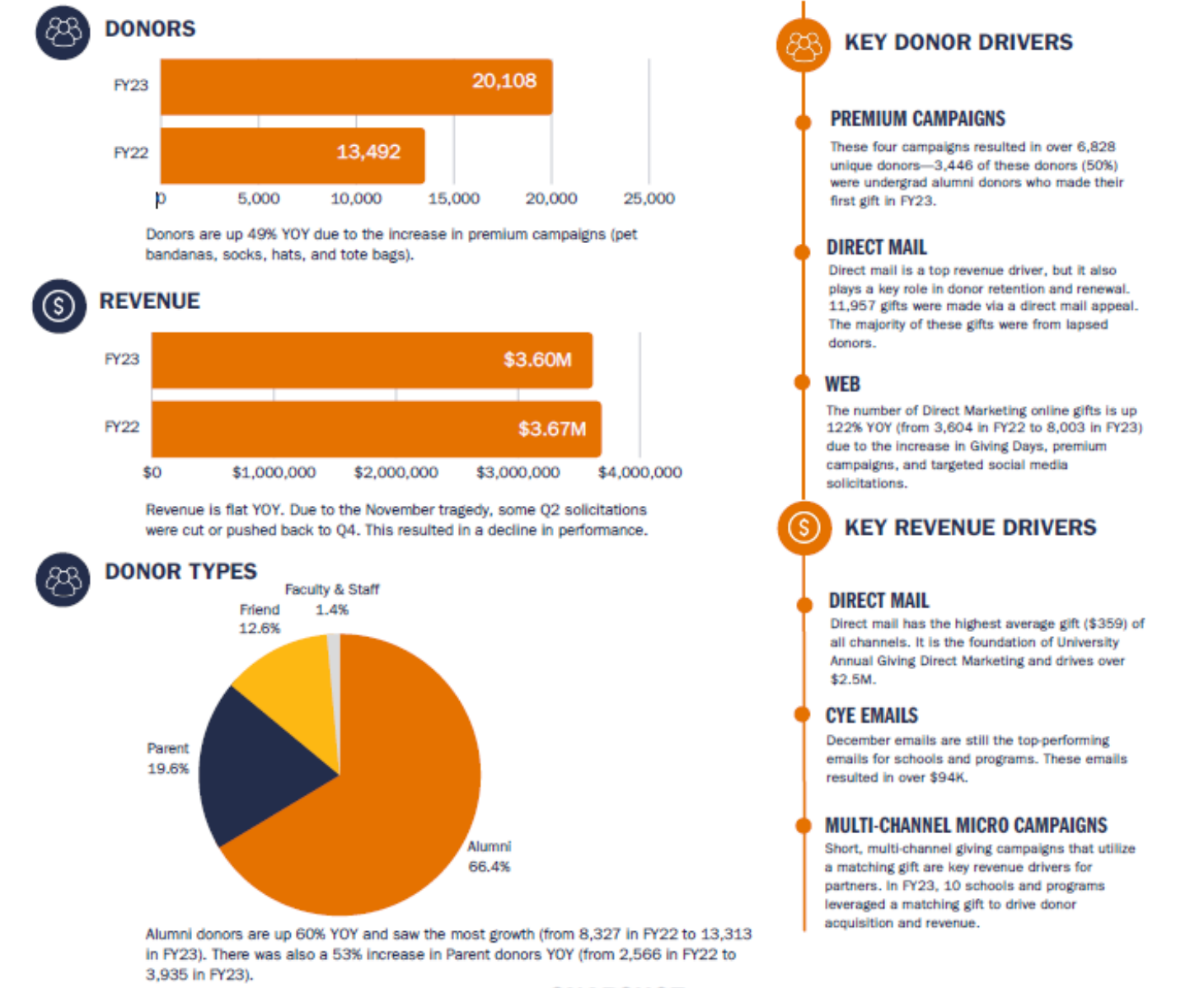
- New
- Future
- Use friendly
- More flexible
- Can build in charts



- Older
- Reliable

# Presentation

- Images/Icons
- Canva
- Brand.virginia.edu
- Icons with numbers
- Know your audience
- Tell a story



**SNAPSHOT**

- 20 Partners
- 300 Appeals
- 10 Micro Campaigns
- 27,710 Gifts



# Questions?

[LPAYNTER@virginia.edu](mailto:LPAYNTER@virginia.edu)

