

University of Miami Leonard M. Miller School of Medicine

Gratitude: Your Philanthropy in Action

AAMC GIA Category: Digital and Print Publishing (External)

Submission ID: 1659228

Summary:

Gratitude: Your Philanthropy in Action is a monthly e-newsletter that highlights the incredible generosity and dedication of the donors and alumni of the University of Miami. In every edition, readers find stories on leading-edge research, breakthrough innovations, and life-changing patient outcomes, fueled by transformative philanthropy. This publication, guided by the health interests of the community we serve, showcases UHealth's (University of Miami Health System) dedication to advancing innovative research, exemplary patient care, and comprehensive medical education, and sets a powerful reminder of the impact of giving.

Recent research has shown the importance of consistent touchpoints for donors. Double the Donation notes that 48% of donors say that regular email communications are most likely to keep them engaged and inspire repeat donations, followed by social media communication (18%). **Gratitude: Your Philanthropy in Action** provides just that; an ideal way to deliver philanthropic news to donors through any desktop, laptop, or phone, in a visually appealing, engaging, and cost-effective format.

Goals: The content strategy and design of **Gratitude, Your Philanthropy in Action** achieves several goals:

1. Provide a forum where philanthropy and philanthropists are celebrated and recognized.
2. Create a platform where our donors can connect with UHealth/Miller School of Medicine and learn about the good work of others.

3. Keep high net worth donors, who tend to focus on giving with a purpose, engaged with “insider” information on research and patient care advancements at UHealth and Miller School of Medicine.
4. Provide a forum that leverages and repurposes multimedia assets, such as articles, videos, photos, special events, campaign highlights, and digital engagement.
5. Provide Calls to Action for potential giving and further engagement.

Solution/Strategy: Gratitude: Your Philanthropy in Action is an important platform to show the transformative impact of philanthropy. The e-newsletter is produced monthly and is curated around a relevant theme such as community or innovation, which helps to highlight areas where philanthropy might make an impact. Each edition has focused on the power of research and education, innovations in patient care, and the strength of community and grassroots giving.

Gratitude: Your Philanthropy in Action employs a variety of visual and narrative techniques to share the stories of donor support. The Gratitude email template was created by our Senior Art Director, Ping Choi, for optimum visual appeal and flexible content management options. We wanted a template that could be customized depending on our monthly content, so readers would have the most engaging user experience. As content creators, we choose from 10 different design modules to showcase content, from statistical information to video, while maintaining design and brand integrity. Each monthly e-newsletter contains engaging articles and photos, featured in different formats – photo essays, alumni and development videos, a “Why I Give” section to highlight quotes from donors related to our monthly theme, campaign launches, an opportunity to highlight Miller School and UHealth initiatives, such as our In the know virtual town hall, digital engagement, upcoming alumni events, and more.

The Development Communication team is responsible for selecting and then crafting the different template modules that will make up each e-newsletter. Each element is selected for its timeliness, its impact, and its ability to highlight the incredible giving that drives our institution. We open each edition with a unique narrative that inspires and engages readers around our monthly theme.

The content for **Gratitude: Your Philanthropy in Action** is primarily leveraged from assets that have been created for other Miller School communications vehicles and may not have been seen by a wide range of donors. This cost-effective approach allows us to repurpose highly styled and branded content and gear it specifically for our donor-centric audience. Each monthly design is scrutinized to deliver the most complete user experience around our theme and to showcase content that is powerful, emotive, and impactful.

Measurement: The e-newsletter is successfully deployed to a growing donor and community base each month totaling 15 newsletter sends. We started with 14,274 UHealth donors and constituent base who are invested in the work and success of the institution in April 2022. This number grew to 42,045 recipients in June 2023 averaging 28,226 recipients a month. *The average open rate is 40%, almost double the medical, dental, and health care industry average and well above the non-profit industry standard of 25%.*

Individual open rates and click through rates varied respectively from 32.4% to 46.77% and 1.5% to 2.7%. Our August 2022 issue leading with the impact of medical education and the white coat ceremony had an open rate 46.77%; the February 2023 issue leading in with a focus on the Dolphins Challenge Cancer annual fundraiser had an open rate 45.42%; the October 2022 issue tying breast awareness cancer month with a focus on leading UHealth/Miller School of Medicine breast cancer research and philanthropy had an open rate of open rate 44.87%; and the June 2022 issue with an open rate of 35.6% featured the groundbreaking of the Transformational Cancer Research Building.

Innovation: Gratitude: Your Philanthropy in Action is an exceptional publication, designed and executed to convey appreciation for the enormous impact that philanthropy has on groundbreaking medical advances at UHealth and the Miller School of Medicine. Through the latest digital and design technology, donors can see how philanthropy is creating change and the motivation of those who made it possible. It is these stories – and the inspiration, honesty, and human emotion that accompany them - that make each month’s edition memorable, particularly so through a flexible, branded, and beautifully designed template.

Diversity, Equity, and Inclusion: We are careful to manage the level of story and subject representation in our monthly e-newsletter, ensuring that Gratitude reflects gender and race diversity and does not reinforce stereotypes or exclude a multiplicity of experiences.

View all emails and statistics overview [here.](#)