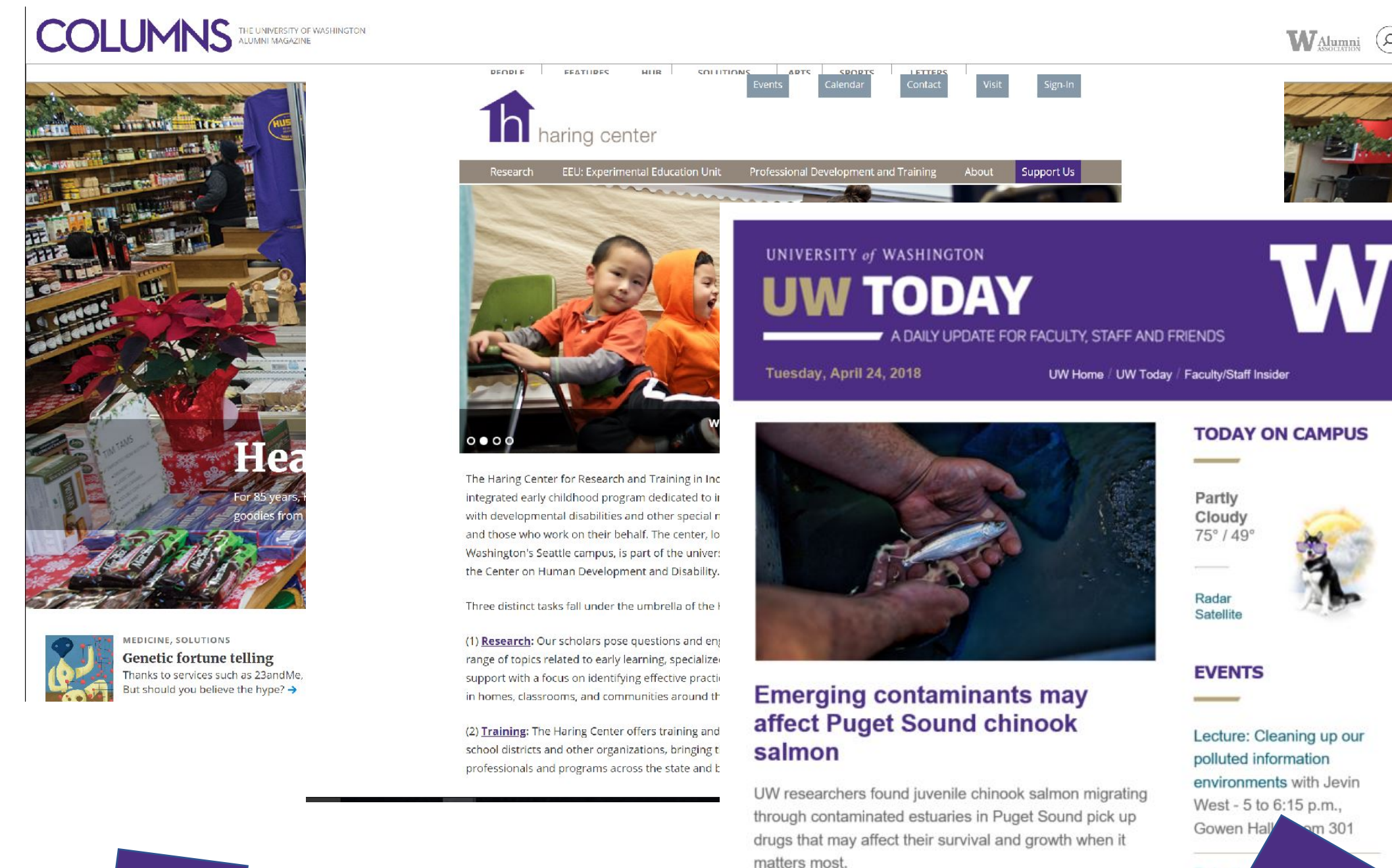


# Thesaurus of Philanthropic Interests

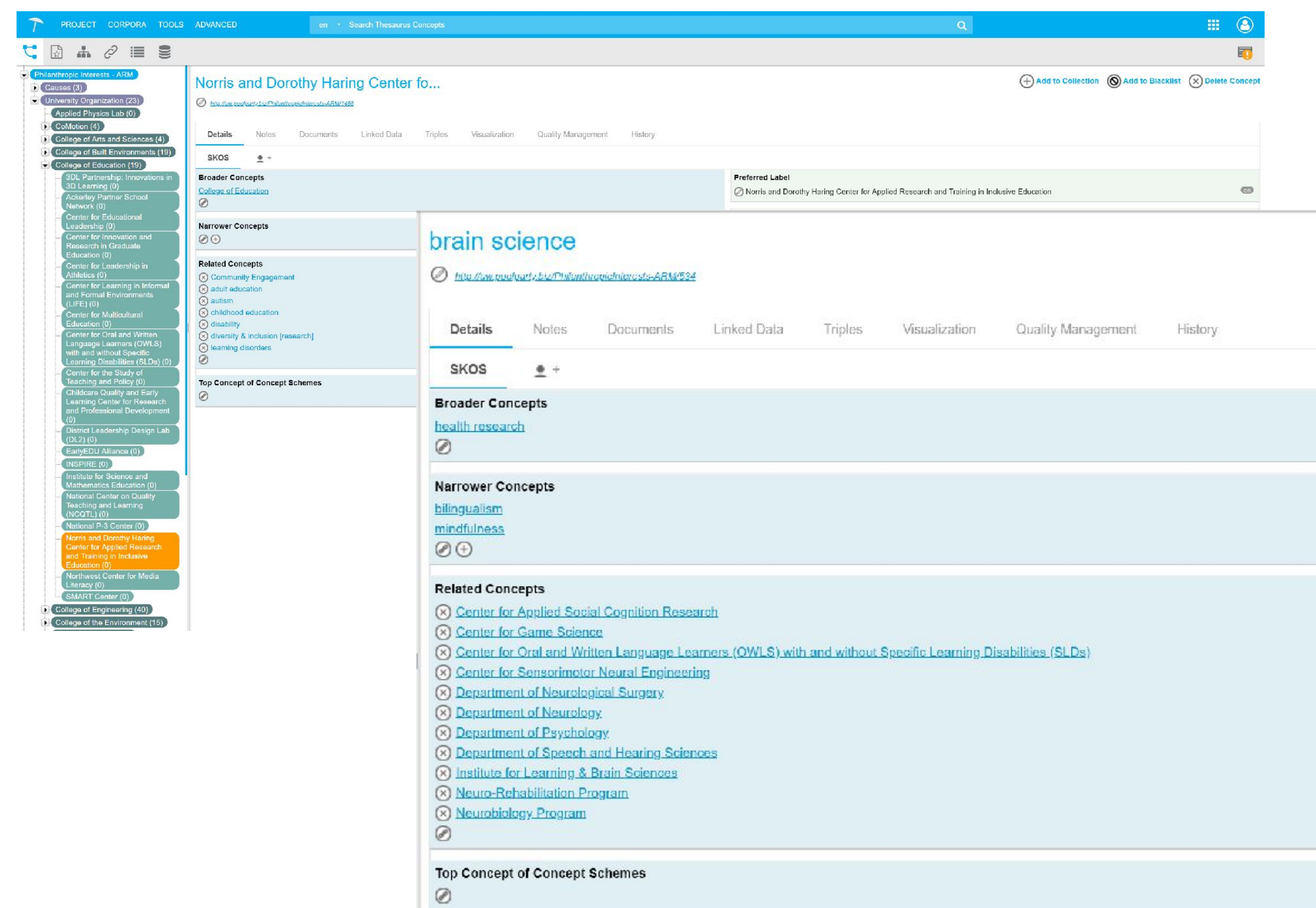
Helping UW Advancement better track its donors' passions

## CONTEXT

As public universities begin to rely more and more on philanthropy and private support, top performing advancement programs have shifted away from asking donors for "loyalty" gifts to the departments or schools they graduated from and towards asking for "passion" gifts that are focused on creating impact. The University of Washington is positioning itself as a vehicle through which donors can support the causes they care about, whether that is alleviating the homeless crisis, increasing access to higher education, or curing cancer.



The thesaurus's terms were drawn from a variety of UW publications. It will be used to index future content by subject.



## PROCESS

- Interviewed UW Advancement stakeholders to understand the scope of the problem
- Collected terms from *Columns* magazine web content, UW Today e-newsletters, and department websites
- Identified popular philanthropic causes donors can support at UW and defined relationships between them
- Constructed relationships between causes and the schools/departments/research centers that need support to facilitate discovery

## PROBLEM

- UW Advancement will continue to invest in the technology necessary to tag prospect database records with donors' areas of interest based off their e-newsletter reading habits.
- There was no resource connecting causes donors care about to the schools, departments, and centers on campus.
- It is difficult for frontline fundraisers and Annual Philanthropy staff to connect donors with the philanthropic areas that interest them.

## OUTCOMES & NEXT STEPS

- Advancement staff now have an easy way to learn which schools, departments, and research centers around campus support the causes their donors care about.
- UW Advancement will be able to use the technology it invested in to the fullest potential.
- The next step is to work with Advancement stakeholders to determine a process for implementation.