Our Challenge Was…
To research and recommend a plan for University Advancement to deliver personalized news content to donors.

UNIVERSITY ADVANCEMENT: A department at the UW that fosters relationships with stakeholders and donors to drive crucial private support for the University of Washington.

THE ONLINE DONOR PORTAL: A new outreach tool for providing donors with easy access to giving histories, important contact information, University news, and personal impact stories.

Our Answer Is…
To provide a formal action plan for collaboration between University Advancement and the many University news content providers.

THE METHODS WE USED: Researching the technical requirements, news content sources, current tags, tagging practices, and web feed capabilities of each content provider; interviewing and surveying stakeholders; and auditing and analyzing content.

THE DELIVERABLES WE PROVIDED: A communication and content contribution plan for each individual school; a set of tags for matching relevant news content items to donors based on their interests and affiliations; and a governance plan for managing these tags.

Our Impact Will Be…
To immediately promote awareness and buy-in for the project with a long-term outcome of improved donor relations.

THE IMMEDIATE RESULTS: We created awareness and achieved buy-in for the project from individual schools, and provided guidance on tagging and RSS feeds for schools currently investing in new websites and content management systems.

FUTURE OUTCOMES: Improved stewardship of donors at all contribution levels, and increased private financial support for UW.

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