

## Description of Benefits

### Annual Giving Web site:

All donors to the UNCW Annual Giving Incentive Program will receive special recognition on the university's Annual Giving Web site.

### Wall of Sponsors:

Located in the Calling Center, this wall displays all of our current sponsors and their giving levels. It will be updated monthly.

### Annual Fund Newsletter:

Each month, the Annual Fund publishes a newsletter that is read by our students. The newsletter advertises the businesses that donate to the program and encourages our students and their friends to patronize our sponsors.

### Display Case in the University Union:

The University Union, located in the heart of campus, is the hub of UNCW. The Incentive Program rents a display case in the Union and decorates the display to thank you, our sponsors, and advertise your business.

### Seahawk Student Newspaper:

The Seahawk is the weekly student newspaper at UNCW. The Incentive Program will thank sponsors in an ad that will run once per semester.

### TV Thank You Advertisement:

In January of each year, the Incentive Program buys a TV advertisement with Charter and Time Warner Cable to thank our sponsors. This ad lists your business and runs over **100** times, on **eight** different channels like CNBC, USA, TNT, MTV, FX, etc. Over **100,000** households in Wilmington and surrounding areas will see this ad.

Thank you for  
considering a gift  
to the  
**UNCW Annual  
Fund Incentive  
Program!**



UNCW ANNUAL FUND

INCENTIVE PROGRAM

601 South College Road  
Wilmington, NC 28403-5990

Phone (910) 962-7613

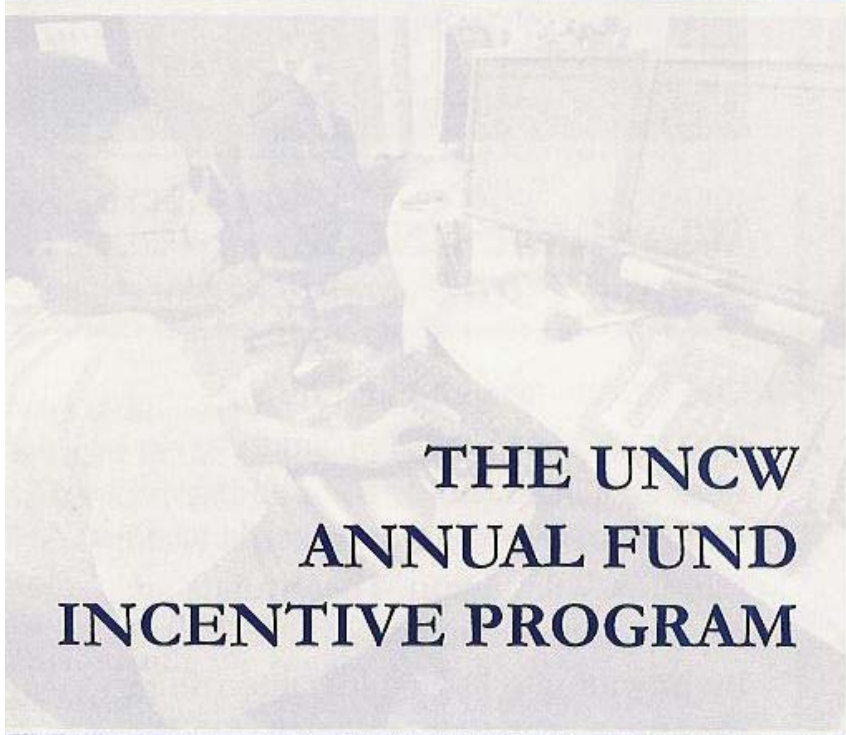
Fax (910) 962-7509



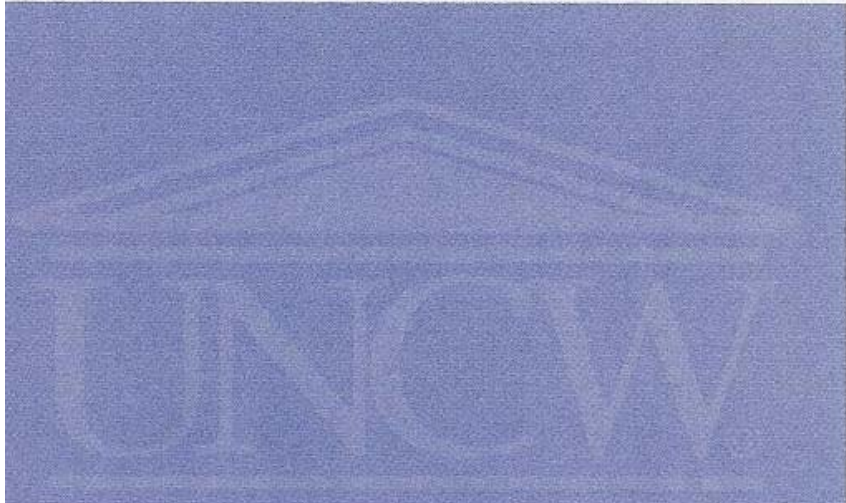
University of North Carolina Wilmington

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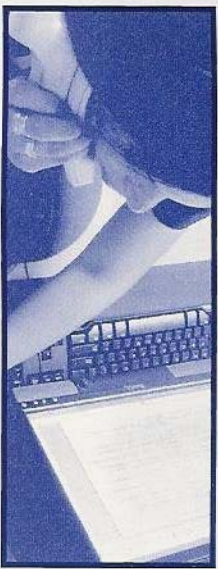


**THE UNCW  
ANNUAL FUND  
INCENTIVE PROGRAM**



FOSTERING A HEALTHY,  
ENJOYABLE WORK  
ENVIRONMENT FOR OUR  
STUDENT EMPLOYEES





## What is the UNCW Annual Fund?

The UNCW Annual Fund runs a student telemarketing program to raise significant funds from alumni and friends for the University of North Carolina Wilmington. These funds are used to increase academic excellence by providing scholarships, internships, classroom materials, research, funds for operations and much more.

## What is the Incentive Program?

The mission of the Incentive Program is to foster a healthy, enjoyable work environment for the students working at the Annual Fund Phonathon. The Incentive Program solicits donations by phone and mail. We ask for gifts of cash, gift certificates, promotional items, food and merchandise from businesses. These items are used as motivation to get student employees to surpass the goals set for the campaign year. These items are also used to reward our students for attaining individual goals, completing outstanding calls, and going above and beyond their job duties.



## If I donate, what's in it for me?

All gifts to UNCW are tax deductible; however, we offer more than just a tax deduction. In return for your gift, we help foster business growth. Students make up a sizable percentage of business dollars spent locally. Unfortunately, many students are unaware of the rich variety of shops, markets, offices and stores around the Wilmington area. We advertise your donation and establishment to all students at UNCW, as well as faculty, staff, alumni and visitors through various means. **When you donate to the Incentive Program, your business will be known.** Please see the Description of Benefits section.

## How do I donate?

We offer two avenues in which you can support our program:

### Reply to this letter by sending your gift to:

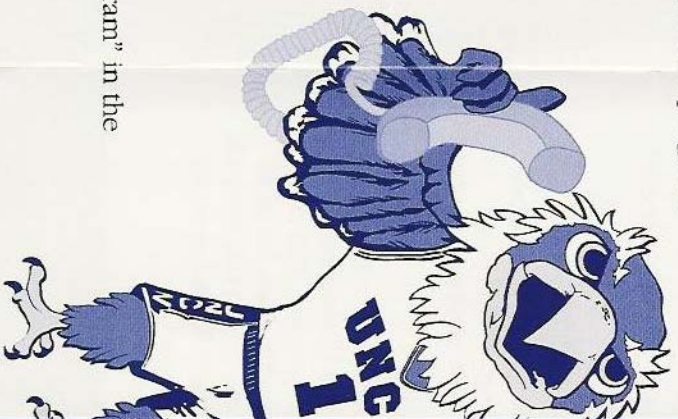
Janelle Seymour  
UNCW Annual Fund Phonathon  
601 South College Road  
Wilmington, NC 28403-5990

### Speak with an Incentive Representative:

Our promotional representatives are UNCW students. These students follow up on all mailings with a phone call. You can discuss your gift with the representative when he/she calls. At that time the representative will arrange to either pick-up your gift or have you mail it to our office.

### Please make check payable to:

UNCW and write "Phonathon Incentive Program" in the memo section.



## Giving Clubs & Benefits

### Bronze Sponsor (\$1 - \$149)

- Annual Giving Web site
- Wall of Sponsors
- Annual Fund Newsletter

### Silver Sponsor (\$150 - \$249)

- Annual Giving Web site
- Wall of Sponsors
- Annual Fund Newsletter
- Display in the University Union

### Gold Sponsor (\$250 - \$499)

- Annual Giving Web site
- Wall of Sponsors
- Annual Fund Newsletter
- Display in the University Union
- Seahawk Student Newspaper

### Platinum Sponsor (\$500 or more)

- Annual Giving Web site
- Wall of Sponsors
- Annual Fund Newsletter
- Display in the University Union
- Seahawk Student Newspaper
- Television Advertisement