THE LOYALISTS

PROFILE DESCRIPTION
They feel a strong affinity for UW Medicine, UW School of Medicine and/or the UW. Some give out a sense of pride and obligation as members of the UW extended family or community. Others are establishing or furthering their philanthropic leadership in Seattle. They may be alumni, faculty, board members or organizations.


SOCIAL MEDIA

TOP THREE STORY PREFERENCES

GIVING MOTIVATION
To be part of a philanthropic community and institution that they care about deeply.

GIVING INTERESTS
UW School of Medicine, scholarships, departments and divisions, endowed positions, health system entities and planned giving.

PAIN POINTS
• May not feel like they should be asked to give at all.
• Might not like being asked to give when they are still paying off debt.
• May expect but not receive anything in return for their gift.

TONE
• Warm and community-minded
• Academic but approachable
• Inclusive and connected
  (They are family and a vital part of the UW community)
• Grateful and celebratory of their many contributions to the institution
• Husky pride

KEY MESSAGING
• You have dedicated your life to furthering the mission of UW/UW Medicine. Here’s an opportunity to deepen your impact, legacy and/or influence.
• Your loyal support is vital to increasing UW Medicine’s contributions to improving health in our community and around the world.
• Your gift creates an enduring impact that will benefit UW Medicine and our students, faculty, researchers and patients for generations to come.
• You are shaping the future of UW Medicine and healthcare through your steadfast support.
• We are honored to count you as a member of our family.

INFLUENCERS

59% UW Medicine faculty, researchers or physicians
28% Peers

GENERATION

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<th>Generation</th>
<th>Silent Generation</th>
<th>Boomer</th>
<th>Gen X</th>
<th>Millenial</th>
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<td>4%</td>
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SOCIAL MEDIA

TOP THREE STORY PREFERENCES

Stories that show...
progress in research or the application of research
profiles of faculty, researchers and clinicians
how my gift is making a difference

Percentages do not equal 100% since respondents could select multiple answers.