



THE LOYALISTS

PROFILE DESCRIPTION

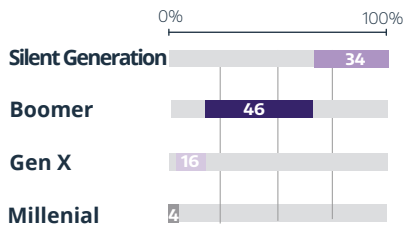
They feel a strong affinity for UW Medicine, UW School of Medicine and/or the UW. Some give out a sense of pride and obligation as members of the UW extended family or community. Others are establishing or furthering their philanthropic leadership in Seattle. They may be alumni, faculty, board members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

“

Someday, if not now, we all need excellent physicians. UW School of Medicine is preparing the next generation of healers.

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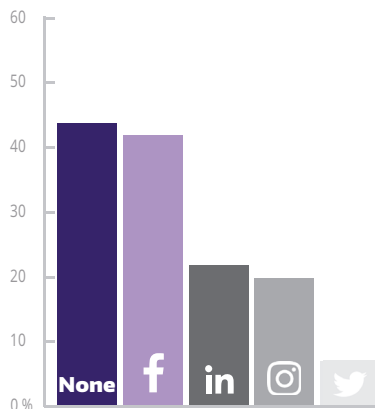
GENERATION



INFLUENCERS

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

SOCIAL MEDIA



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.

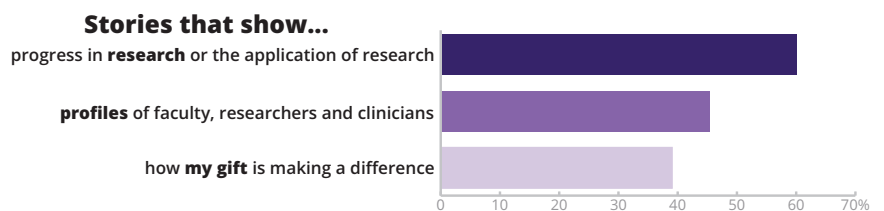
TONE

- 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.

TOP THREE STORY PREFERENCES



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