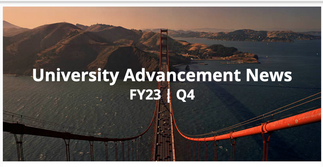


For the first edition of the quarterly UA Newsletter, we'd like to share updates about the progress University Advancement is making as we increase the interest, involvement, and investment in the mission and impact of Golden Gate University.

Below you'll find news about campaigns, projects, and achievements that confirm our forward momentum as we generate philanthropic support and promote a culture of giving in service of the University's vision.

The GGU Alumni Oral History Project

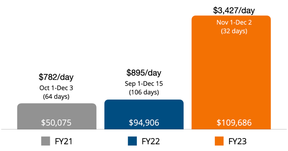
9,712	6,398	$21k	685
Total Respondents	Recorded Interviews	Donations Raised	New Donors

In preparation for the University's 125th anniversary, we've launched We Are GGU: The GGU Alumni Oral History Project! GGU partnered with Publishing Concepts, Inc. whose representatives invited alumni to update contact info and share their GGU success stories to be compiled into a colorful directory made available for purchase in digital and printed book form.

We're delighted that of 9,712 respondents, 6,398 alumni recorded interviews with 1,099 stories featured in the printed directory. Altogether, more than 800 participating alumni, including 685 new contributors, donated $21,150 to Golden Gate University, causing GGU's total number of new donors to surge for Fiscal Year 2023.

The project garnered praise from the Council for Advancement and Support of Education (CASE) who awarded GGU a CASE Circle of Excellence Award in Alumni Relations for the Alumni Oral History Project, a first for GGU!

Giving Tuesday



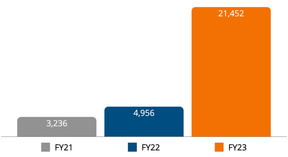
For Giving Tuesday 2022, the Office of Annual Giving launched a robust campaign that raised an impressive $109,686 surpassing our goal of $75,000—a 15.5% increase in total gifts compared to the previous year's effort and more than double the total from Giving Tuesday '21. The Advancement Communications team, in partnership with Marketing, incorporated novel communications activities ranging from hourly challenges to new text-to-give technology to a dedicated Giving Tuesday webpage.

End-of-Fiscal-Year Campaign: I Am 1550!

$32k	$2.3k	131	14
Donations Raised	Raised Per Day	Individual Supporters	Days of Fundraising

Our End-of-Fiscal-Year campaign marking the close of Fiscal Year '23 finished strong on June 30th! Surpassing our goal of 95 new donors, the Annual Giving and Advancement Communications team raised $32,831 or $2,345 per day from 131 individual supporters during the two-week campaign which raised our total contributors for FY '23 to 1,586. Communications efforts included three emails, two social media posts, and a custom web page. Thanks for the enthusiastic campaign support from the GGU community.

Alumni Site Engagement



The Advancement Communications team fosters a culture of alumni engagement and giving through email communications, electronic newsletters, social media campaigns, events, and fundraising materials that drive vistors to the Alumni pages of the GGU website.

We're thrilled to share that in Fiscal Year '23 alumni page views grew a whopping 250% with 4,956 views in FY22 increasing to 21,452 views in FY23.

Staff Spotlight: Jonathan Cole

Blessed with the gift of gab, Major and Planned Gifts Officer Jonathan Cole loves providing that personal touch when building relationships with donors. "I let alumni know that I am someone who cares about every alumnus, their experience at GGU, and the University."

It's all part of his work identifying, cultivating, soliciting and stewarding alumni and friends for major gifts. Often building relationships from scratch, Jonathan contacts alumni by phone, sends letters, and even writes personalized notes with a fountain pen. He meets with alumni in person to learn about how GGU has benefited them and share updates about our faculty, staff and students.

Feeling connected and compelled by the impact GGU makes on the educational and career aspirations of students is what often leads donors to make a major gift, at least $5,000 annually or $25,000 or more over a period of up to 5 years. "I love talking to people," says Jonathan. "I enjoy it immensely." One alum at a time, engaging them in where GGU is going inspires their generosity.

Highlights

- FY22 Impact Report
- GGU Celebrates You! Event Recap Video
- Fall Appeal
- Spring Appeal
- Reclaiming Dr. Martin Luther King's Legacy
- February '23 Alumni Newsletter
- March '23 Alumni Newsletter
- April '23 Alumni Newsletter
- June '23 Alumni Newsletter

How Staff & Faculty Can Help

- Follow GGU on social media (links below).
- Share and comment on GGU social posts.
- If you are in touch with alumni, share what they are doing with us! Help us convey the impact of a GGU education on the personal and professional lives of GGU students and alumni by emailing us at alumni@ggu.edu.

MAKE AN IMPACT

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