



LEAD Society News

Loyal Engaged Annual Donors

64% of LEAD Members Say They Give To Provide Opportunities for Current Students

In a survey e-mailed in October, LEAD members responded that their top reasons for supporting the University included “I’m a proud alumnus” (51%) and “I want to strengthen UNH’s academic and campus resources” (46%). “I want to provide opportunities like the ones I benefited from for current/future students” received the most votes, with 64 percent of responders naming this as one of the reasons why they continue to give back annually.

Seventy-nine percent of responders said that they stay connected and engaged through the University by reading the alumni magazine, this newsletter and/or other UNH mailings. Thirty-one percent said that the University’s website serves as a resource for them to stay up-to-date on UNH news.

LEAD members also responded that the best benefits of being a member of the society include the special recognition for their support and the personal invitations to athletic games and other campus events.

If you did not have an opportunity to respond to this survey, please visit the LEAD Society website to let us know why UNH matters to you. Go to: <http://alumni.newhaven.edu/netcommunity/leadsociety>. Your opinion is important, and we appreciate your thoughtful feedback.

Redesigned Advancement Website Offers More for the Donor

The University’s advancement website, www.newhaven.edu/supportunh, received a makeover to help UNH improve communication with donors and potential donors. The new site offers interactive videos, increased donor and student testimonials and additional opportunities for engagement and involvement.



Homecoming was a big day for everyone on campus, including LEAD members who received a special welcome and a gift of appreciation for their support.

Communication Major Produces Fundraising Video

Andy Pop, a senior studying communication working under the direction of Professor Paul Falcone, filmed and edited a video to be used by the University to support its Annual Fund giving program. The video features a current UNH student, an alumna and a faculty member. In less than two minutes, these three individuals talk about the significant transformation the University has undergone while images of recent campus developments are showcased.

If you missed this video in your e-mail inbox and you would like to see it, send a note to Scott Davis, director of Annual Giving, at sdavis@newhaven.edu. This video will also be posted on www.newhaven.edu/supportunh.

***Visit the LEAD Society Homepage
on the***

***University of New Haven’s
Alumni Online Community!***

<http://alumni.newhaven.edu/netcommunity/leadsociety>

Stay tuned for more LEAD and campus news. Make your gift today! Renew your LEAD membership.

Visit www.newhaven.edu/supportunh, call 203.932.7269, or use the envelope enclosed.