

#/NA	See live examples here							
		Email (optional)	Idea (Description)	Comment #1	Comment #2	Comment #3	Comment #4	Comment #5
Duke University			<p><b>Donor Connections:</b> Duke's interest in being able to utilize ThankView has increased as Duke has been forced to cancel for events and programs. We're looking at ThankView as a potential surrogate to facilitate interaction with donors and prospects while people can't be together physically.</p> <p><b>In lieu of events:</b> With the coronavirus concerns cancelling events left and right, we are already making plans to deliver custom ThankViews from our scholarship recipients to their donors in the event our annual spring scholarship reception is canceled. It is the perfect vehicle for meeting people where they are and delivering some joy as students and donors alike are asked to stay home.</p>					
UMass Boston	Vanessa Carta		<p><b>Donor Care Day:</b> With this year Giving Day cancelled, Pepperdine is considering replacing it with a "Donor Care Day" where they have students and staff personally thank each donor. They can use ThankView to batch record for common names, request videos from recorders - wherever they are - and centrally track the entire campaign using the platform</p>	How are you choosing students to do these? Are you giving recorders a script or an outline of a script?	<p>&lt;&lt;&lt;&lt; from Charlotte Feldtars at Miami University (used ThankView for 4 consecutive "Move in Miami" Giving Days:</p> <ul style="list-style-type: none"> <li>- We have a mix of student volunteers, faculty, the school president and members of the advancement team (about 100 people throughout a 7am to 7pm day)</li> <li>- For students, many of them will be from a specific area of donation. For example, glee club members will record for glee club donations, student librarians record for library donations</li> <li>- The volunteers record roughly 2/3rd of the videos (We recorded nearly 2,000 personalized videos in 2019)</li> <li>- We do on the day training. Each session of recorders is trained in less than 10 minutes, which is more than enough</li> <li>- We use tripods and iPads to record. A script outline is printed out and provided next to the camera. The donor name and designation appears on the ThankView screen.</li> <li>- Donor Relations Team (Charlotte and Kevin Wilson) roam around the different setups throughout the day to make sure everything is going smoothly</li> <li>- Process is really easy and straightforward</li> <li>- All videos can be reviewed and approved before sending</li> <li>- Move in Miami campaign saw a 50.7% open rate across entire day-long campaign</li> </ul>	Charlotte and the Miami University team will be participating in the "Donor Care Day" webinar March 24th. Sign up here >>>>	<a href="https://zoom.us/join/register?WN_fH0aM82cSFKE5Bzbz9ZFw">https://zoom.us/join/register?WN_fH0aM82cSFKE5Bzbz9ZFw</a>	
Pepperdine			<p><b>Outreach to assigned prospects:</b> Gift officers will be sending personal messages to individuals in their portfolio, updating them on campus response and letting them know we're thinking of them while face-to-face visits have been postponed.</p>					
Marietta College	Kat Gloor	kathryn.gloor@marietta.edu	<p><b>Connecting with our donors:</b> Recording CEO message to our donors to inform them how we are caring and keeping our kids safe in response to COVID-19. Understanding there is a disruption to many in our community the message assures partners and donors we are working hard to provide consistent programming to our youth.</p>					
Boys & Girls Clubs of Tampa Bay	Aison Fraga	afraga@bgctampa.org	<p>Lynne has compiled 12 great ideas of how to interact with your donors during COVID-19, including:</p> <ul style="list-style-type: none"> <li>- An expert statement or article on the research being done at your org or diversity</li> <li>- A love and fun kit for those that have to be home with kids, themed coloring book pages, activities, etc!</li> <li>- Tips on how to be productive and work from home for those who are doing it for the first time</li> </ul> <p>Read her full article here:</p>					
The Donor Guru	Lynne Westler (edited by JD Beebe)	lynne@donorrelationsguru.com	<p><b>Share Video Lessons.</b> Using a combination of usabloom.com and ThankView, teachers and faculty alike can record digital lesson plans and then deliver them through ThankView. The benefit? Teachers can see who actually watched the video! We've raised the file size limit to 2 GB for the next few months so you can upload longer form videos into ThankView now.</p>	<<<< If you have questions on exactly how to do this, reach out to JD or your Customer Success Manager				
ThankView	JD Beebe	jd@thankview.com	<p><b>Admissions Officer Announcement to Seniors:</b> To ease concerns for incoming freshmen, the Director of Admissions personally updated graduating seniors and new students about how the school was handling things so come fall, the students know what to do. With the email address and reply featured, it made it super easy to get responses from concerned students and families Major Gift Officers. Each month we have a personal touchpoint with our portfolio of 150 assigned major donors. This tool can be used to make a simple personalized video message that can reach most of our donors.</p>					
Wilmington College Lutheran World Relief	Mike Johnson	mjohnson@lwr.org	<p><b>Internal Message To Bring People Together:</b> Using ThankView to send internal messages to staff [let to share some love]</p> <p><b>Internal messages of encouragement:</b> ThankViews are being sent every other day to around 250 UGA Development and Alumni Relations Staff. This was the second video recorded of three videos that have been recorded and sent so far.</p> <p>Text sent in email: Dear Friends and colleagues, we are through day 4 or so of the new world we live in. We are going to be learning a lot along the way and hopefully learning from each other. Here's my latest video message with some advice and observations, and hopefully another opportunity for folks to reach out to me with new ideas or suggestions. If you send me questions I can try to address them as a Q &amp; A in the next message. Please let me know how I can be helpful to you - reach out - text, email, call I am here. I appreciate you all!</p>	<a href="https://thankview.com/video/5e72b3a9eb30a6generic?source=qa&amp;id">https://thankview.com/video/5e72b3a9eb30a6generic?source=qa&amp;id</a>	We do have a much older demographic than most non-profits so this "high tech" tool will not reach all of our donors. But for those that email is their preferred method of communication I think this will be an excellent tool.			
Wilmington College			<p><b>Internal Message To Bring People Together:</b> Using ThankView to send internal messages to staff [let to share some love]</p> <p><b>Internal messages of encouragement:</b> ThankViews are being sent every other day to around 250 UGA Development and Alumni Relations Staff. This was the second video recorded of three videos that have been recorded and sent so far.</p>					
University of Georgia	Lauren Schlesin	lschlesin@uga.edu	<p><b>Student message to COVID-19 Relief Fund Donors:</b> Putting our student callers to work by having them send thank you messages to donors who give to our COVID-19 Relief Fund!</p> <p><b>COVID Update to Alumni and Donors:</b> Update from our Foundation president to all alumni and donors regarding how our university is responding to COVID-19</p> <p><b>Annual Giving Society Welcome Video:</b> Instead of sending our usual welcome packet by mail, we are using ThankView's video sequencing capabilities to send personalized videos to the donors welcoming them into the society.</p> <p>We're also going to send follow-up videos from students about their experiences over the next few weeks.</p>	<a href="https://uga.thankview.com/video/5e72b3a9eb30a6generic?source=qa&amp;id">https://uga.thankview.com/video/5e72b3a9eb30a6generic?source=qa&amp;id</a>				
University of Wisconsin - Eau Claire	Tori Follett	tfollet@uwec.edu	<p><b>Annual Giving Society Welcome Video:</b> Instead of sending our usual welcome packet by mail, we are using ThankView's video sequencing capabilities to send personalized videos to the donors welcoming them into the society.</p> <p>We're also going to send follow-up videos from students about their experiences over the next few weeks.</p>					
University of Wisconsin - Eau Claire	Sarah Tweedale	tweedasa@uwec.edu	<p><b>Annual Giving Society Welcome Video:</b> Instead of sending our usual welcome packet by mail, we are using ThankView's video sequencing capabilities to send personalized videos to the donors welcoming them into the society.</p> <p>We're also going to send follow-up videos from students about their experiences over the next few weeks.</p>					
MIT Sloan School of Management	Meredith O'Toole	mdotoole@mit.edu	<p>For the welcome video text, we've modified DR Guru's COVID-19 Acknowledgement text, which can be found here (link #1), along with instructions for video sequencing on ThankView (link #2) -&gt;</p> <p><b>Gifting Kindle Books to Donors:</b> One of our faculty members published a highly-anticipated book last week, so we are gifting digital copies of the book (via Amazon's kindle store) to our giving society donors.</p> <p>Note: Due to the limitations of Amazon's international marketplace, books can only be gifted to donors within the US. Here are the links on #1. How to gift batches of books from Amazon and #2. How to include Personal URLs (PURLs) in an EMMA email campaign -&gt;</p>	<a href="http://bit.ly/covidack">http://bit.ly/covidack</a>	<a href="https://faq.thankview.com/en/articles/2343744-what-is-video-sequencing">https://faq.thankview.com/en/articles/2343744-what-is-video-sequencing</a>			
MIT Sloan School of Management	Meredith O'Toole	mdotoole@mit.edu	<p><b>Day of Gratitude:</b> Our school's namesake (Alfred P. Sloan's) birthday is May 23rd. To celebrate his 145th birthday, we're organizing a Day of Gratitude and will send donors personalized videos from from fellowship recipients. Since our students will be remote, we're planning to use ThankView's video sequencing for this project. See here for instructions -&gt;</p>					
MIT Sloan School of Management	Meredith O'Toole	mdotoole@mit.edu	<p><b>Connecting Donors with Scholarship Recipients:</b> We are using ThankView to connect donors with their scholarship recipients as we cancel events throughout the semester. We just added on the "request a video" function so we can ask students to record a video for their donor directly without having to involve our video services on campus.</p> <p><b>Scholarship branch:</b> collecting videos from scholarship recipients for their donors</p> <p><b>Career Expo:</b> Sending a video message from career development offering employers "virtual visits" instead of the on campus expo</p> <p><b>Legacy families:</b> collecting videos of alumni parents with their current students to share with prospective legacy families</p>	<a href="https://faq.thankview.com/en/articles/2343744-what-is-video-sequencing">https://faq.thankview.com/en/articles/2343744-what-is-video-sequencing</a>				
East Carolina University	Nicole Stokes	stokesn17@ecu.edu	<p><b>Scholarship branch:</b> collecting videos from scholarship recipients for their donors</p> <p><b>Career Expo:</b> Sending a video message from career development offering employers "virtual visits" instead of the on campus expo</p> <p><b>Legacy families:</b> collecting videos of alumni parents with their current students to share with prospective legacy families</p>					
The University of Scranton	Ruth David	Ruth.David@scranton.edu	<p><b>Scholarship branch:</b> collecting videos from scholarship recipients for their donors</p> <p><b>Career Expo:</b> Sending a video message from career development offering employers "virtual visits" instead of the on campus expo</p> <p><b>Legacy families:</b> collecting videos of alumni parents with their current students to share with prospective legacy families</p>					





Thanks for helping generate, share and build some ideas for how to use ThankView!

The purpose of this document is to be a public arena for ThankView users to share new ways to utilize the platform in this moment of the coronavirus.

With traveling to see donors becoming unsafe, and with concerned supporters looking for answers, we hope this can be a great resource to share your ideas and pick up some ways to use ThankView

**The Rules**

Please only ADD ideas, do not delete them

Feel free to share your name and email if you're comfortable with other partners possibly reaching out to ask your questions (or give kudos!)

Feel free to leave a comment on an idea if you really like it or think you have something to add

[Need more ideas or want more help? Join our upcoming webinars and see tutorial videos here](#)