



*You make it all possible!*

Trustees  
**FUND** for  
 the **FUTURE**

UNIVERSITY of NEBRASKA FOUNDATION



## *The Trustees Fund for the Future:*

- Launched one of the nation's first Donor Experience Officer programs to assist in identifying and engaging donors.
- Purchased innovative digital engagement tools to enhance communication and outreach to alumni donors.
- Invested in tech to enhance our fund management system.
- Provided a series of philanthropy workshops to more than 200 university leaders across all NU campuses.

## *Thank you for your leadership, service and generosity!*

Your leadership, service and generosity mean a great deal to us at the University of Nebraska Foundation and the faculty, staff and students who benefit from your philanthropy. In addition to supporting personal areas of interest to you, by making a gift annually to the Trustees Fund for the Future, you are investing in the future of the foundation and the University of Nebraska.

The Trustees Fund for the Future provides valuable resources that are strategically focused on growing relationships and resources for the University of Nebraska. Without these funds, the foundation would not be able to invest in new technologies, initiatives and programs that help drive fundraising effectiveness and efficiency.

Take, for example, our nationally recognized Donor Experience Officer (DXO) and Assistant Director of Development (ADO) programs created to assist in identifying and engaging alumni and donors. Your support also has enabled us to invest in technology to enhance the fund management system, improving communication to donors and our campus partners.

Thanks to you, our teams are making informed, research-based decisions, increasing the number of donors and positioning us for long-term sustainability and success. We want to extend heartfelt appreciation for all you do for the University of Nebraska system. Thank you for believing in our mission and trusting us to use your generosity to accomplish the goals of the *Only in Nebraska* campaign.

*Brian F. Hastings*

Brian Hastings  
CEO and President  
University of Nebraska Foundation



## Your impact

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The Trustees Fund for the Future has been a valuable resource in our ongoing improvements to the University of Nebraska Foundation's funds management systems and processes — the work of transferring dollars to our donors' funding priorities at the University of Nebraska.

With over 11,500 active donor funds and 18,000 transactions between the university and foundation each year, being able to provide accurate, timely and transparent data is critical. Thanks to the Trustees Fund for the Future, the investments we have made will have a long-lasting impact on our ability to administer funds on behalf of the university and our generous donors.



*Aaron Rouse, Director, Fund Stewardship and Management*

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The Trustees Fund for the Future elevates our donors' experience by supporting the Donor Experience Officer program. This program works collaboratively with the foundation's other gift officers, helping to extend our collective outreach to donors and alumni. Adding this program to the foundation's existing efforts allows us to reach hundreds more donors per year. We are setting the university up for long-term success by aligning donors' passions with current projects, keeping them engaged and helping the foundation meet its *Only in Nebraska* campaign goals, with the top campaign goal being support for students. And it's all thanks to our Trustees and the faith they had in our new program. Thank you!



*Leah Sveen, Director, Donor Experience Office Program*

# *Your continued investment*

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As chair of the University of Nebraska's Foundation's Trustee Engagement Committee, I'm encouraged by the financial support and service you've provided to the foundation and its campus partners. Your generosity gives me energy! I look forward to increasing our support and impact this year.

With your support of the Trustees

Fund for the Future, we can accelerate the foundation's work to provide a better future for our students, faculty and the entire state. Please join me in making your annual gift to the Trustees Fund for the Future today.

A handwritten signature in black ink that reads "Susan Thaden".

Susan Thaden  
Omaha, Nebraska  
Chair, Trustee Engagement Committee  
Trustee since 2015

*You can make a gift using the QR  
code to the right or by visiting  
***nufoundation.org/trusteesfund.****



If you have questions or need help making your gift, please contact:

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**ONLY** *in* **NEBRASKA**

A Campaign for Our University's Future™