

# UT & WUOT 91.9fm Use ThankView to Connect DJs and Donors



**60%**  
ThankView Email Open Rate

#### Features Used

- Branded Assets
- User Friendly Platform
- Metrics

## The Challenge: How to Educate Donors While Thanking Them in a Personalized Way.

WUOT (91.9 FM) is the National Public Radio member station in Knoxville, Tennessee. It may come as a surprise to WUOT's many faithful listeners, that the station is broadcast from the heart of the University of Tennessee, Knoxville.

Brittany Fowler, the Senior Director of Stewardship and Donor Relations, has worked for UT for three years and was faced with a challenge: How to send thank yous to WUOT supporters and not leave them scratching their heads why the thank you was coming from the University of Tennessee, Knoxville.

## ThankView Solution: Thank Donors with Videos Featuring Their Favorite DJ.

A staggering 40% of WUOT's funding comes from donors. Before ThankView, these donors received a



WUOT radio personality, Melony Dodson, thanking her supporters.

“Thank you for donating to University of Tennessee” letter or email, leaving many supporters confused. “The challenge was connecting the dots for the donors and thanking them in a meaningful way.”

In 2018, Brittany and her team decided to show the faces of the DJs. They recorded five messages from WUOT DJs--one recording for each campaign. What they required was a platform to deliver these videos in a way that's intriguing, yet

still recognizable and on brand.

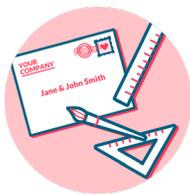
Enter ThankView. As donors gave throughout the year, Brittany’s team was able to deliver their thank yous using a variety of DJ videos. This way, recipients received words of gratitude straight from the mouths of their favorite DJ. “It’s so great when you can show a radio listener the DJ they listen to. It’s like an unicorn!” Brittany added.

*“This entire donor segment that we weren’t able to reach in a meaningful way, we’ve been not only just reach, but engage with them as well.”*

UT’s goal was two-fold: It was showing donors that the reason they were receiving thank you emails from UT Knoxville is because WUOT 91.9fm operates from UT Knoxville. Secondly, UT’s main objective is always to express gratitude and let the donors know that their gifts are making an impact.

With ThankView, WUOT 91.9fm and the University of Tennessee, Knoxville fulfilled both of these goals.

## Check out the features that helped University of Tennessee, Knoxville achieve their goals.



### Branded Assets

Your emails, landing page and digital envelopes are fully branded with your organization’s colors and logos



### User Friendly

Our platform is designed to be easy and simple to use so you know exactly what to do next



### Metrics

Track results with our real time metrics dashboard. Gain insight quickly and easily export everything with a single click