

# Strengthening the Donor Pipeline with Leadership Giving

## How George Washington University Elevated Their Leadership Annual Giving Program with EAB

George Washington University recognized the need to strengthen their leadership annual giving program to build a more sustainable donor pipeline. Their goal was to increase participation in the Luther Rice Society — an esteemed giving society honoring donors whose leadership gifts support scholarships, advance research, and create transformative student experiences. To do so, GW invested in this effort by hiring a new Director of Leadership Annual Giving and partnering with EAB to enhance their strategy.

With this renewed focus, GW worked alongside EAB to refine their segmentation, sharpen targeting, and optimize campaign timing, building a more intentional and effective outreach strategy to engage prospective leadership donors. This collaborative approach has driven notable growth in participation and strengthened the university's pipeline for future support.

**You can support the George Washington University through estate giving, donor-advised funds, an IRA-qualified charitable distribution, or gifts of stock. Please email GW's Office of Planned Giving at [pgiving1@gwu.edu](mailto:pgiving1@gwu.edu) or call (877) 498-7590 to learn more.**

**Give Online**  
[go.gwu.edu/LutherRice25](http://go.gwu.edu/LutherRice25)

**Give by Phone**  
1-844-574-4483

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The George Washington University  
PO Box 98131  
Washington, DC 20077-9756

**Realizing Washington's Dream:  
A College for the District**

*"With some of the financial burden lifted through my scholarship, I am able to focus more on my studies and engage in extracurricular activities."*  
Isaac Brokopp  
CCAS Class of 2025

Dear XXSalutationXX,

As the chair of the Luther Rice Society (LRS) Advisory Council and an alumna of the George Washington University, I want to extend my gratitude for your unwavering support. Your generosity as a member of the Luther Rice Society reflects your commitment to our university's mission and the individual lives you touch through your philanthropy.

Since its establishment in 1968, the Luther Rice Society has stood as a beacon of leadership, carrying the vision of its namesake, Luther Rice, who, nearly two centuries ago, raised the funds to transform George Washington's dream into reality.

**Like Luther Rice, you have played a pivotal role in sustaining and enhancing the mission of the Luther Rice Society.** Your contributions have enabled GW to provide scholarships, advance groundbreaking research, and offer those distinctive "only-at-GW" experiences that are the hallmark of this institution.

Your support has a profound impact on our students, many of whom are able to pursue their dreams because of your generosity. Isaac Brokopp, CCAS Class of 2025, shared a sentiment that captures the essence of your philanthropy:

*"When I learned of my award, I was overwhelmed with a mix of emotions, including gratitude and excitement. I felt grateful to the scholarship donor for recognizing my hard work and commitment to my academic pursuits. The scholarship has been a tremendous help in alleviating some of the financial pressure that comes with being a student. With the financial burden lifted, I am able to focus more on my studies, engage in extracurricular activities, and even take on a part-time job to support myself."*

Isaac's words are a powerful reminder of how your support reaches far beyond the financial — it transforms lives.

I invite you to renew your Luther Rice Society membership and continue your legacy of leadership-level gift will ensure that GW remains a place where dreams are realized and students like Isaac can thrive without financial stress.

Thank you for your enduring commitment to the George Washington University. I look forward to seeing you again.

Hello! My name is Kristin Goodman, and I proudly serve as the Director of Leadership Annual Giving at the George Washington University. I lead our efforts for the Luther Rice Society. If I can be of assistance in answering your questions or getting you connected with our community, please don't hesitate to reach out to me personally at [kristin.goodman@gwu.edu](mailto:kristin.goodman@gwu.edu).

Thanks and Raise H  
*Kristin Goodman*  
Kristin Goodman

The campaign used direct mail and email outreach to tell a clear story about the impact of leadership giving, showing donors how their support creates meaningful change for students, research, and campus life. Messaging reinforced the legacy of the Luther Rice Society and invited donors to deepen their connection to the university by continuing their tradition of support.