

During my time at the University of Oregon, I was selected by the Advancement team with Alumni and Donor Relations to be featured in a Student Success Story campaign. This involved a written article, direct mail, and email outreach that highlighted my academic journey and personal growth. The campaign was used to inspire alumni and donors to give, showing the tangible impact of their support. Being the subject of this initiative gave me an inside look at how storytelling and donor communications work hand in hand to foster connections and drive fundraising efforts. It deepened my appreciation for donor relations and the strategic role communications play in cultivating ongoing support. Below I will link the story packages:

Click for Article:

[Article Link](#)

Email:

YOU Make My UO Journey Possible


Hide message history

From: Lauren Lanning, Class of 2025 <giving@uoregon.edu>

Sent: Tuesday, October 29, 2024 2:11 PM

To: Johan de Voogd <jdevoogd@ameur.com>

Subject: YOU Make My UO Journey Possible



Lauren Lanning, Class of 2025

Johannes,

YOU Make My UO Journey Possible

Johannes,

When I came to UO, I could never have imagined the journey I would take here. I have had countless unique, hands-on learning experiences here including the opportunity to gain a global perspective and study abroad in Spain, the resources to conduct research in my areas of study (psychology and communications), and so much more.


One thing that has made my UO experience possible is the scholarship I have received. **University of Oregon does such a good job of making scholarships accessible to students; when I found out I got one, it was like a weight was lifted.** My scholarship removed barriers for me, allowing me to attend an out-of-state college and study abroad.

My UO journey has taken me exactly where I needed to be. **I can't wait to see what my future holds, using all the knowledge and experience I've gained here.**

Thank you for making this experience possible for students like me.

[Make A Gift](#)

Mail:



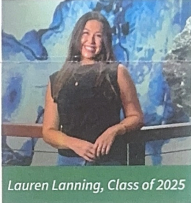
UNIVERSITY OF OREGON
YOU MAKE THE DIFFERENCE

November 2024

Dear Ms. and Mr. Lanning,

When I first came to the University of Oregon, I could never have imagined the journey that would unfold. I entered UO knowing I wanted to study psychology, but I didn't yet see the full path in front of me. By my second year, I found myself drawn to communications as well, and today, I'm a psychology and public relations double major, taking part in hands-on experiences and all the resources that UO has to offer. **This incredible journey wouldn't have been possible without the support of donors like you.**

My journey has taken me far beyond what I could have imagined—both academically and geographically! In my second year, I decided to take a leap and study abroad in Oviedo, Spain. **That experience not only boosted my Spanish language skills but gave me valuable insights into new cultures and new ways of thinking.** Meeting people from all over the world, visiting local businesses, and collaborating with professionals opened my eyes to how connected we all are. I learned so much about the ways business and media intersect globally and how collaboration across cultures can spark growth, both personally and professionally.




Lauren Lanning, Class of 2025

On campus, I work at the Center for Science Communication Research (SCR), which has been an amazing experience. It's allowed me to bring my love for psychology together with my passion for sharing discoveries with the public. **It's been so rewarding to learn how to communicate research that helps people connect and understand each other.** Through my work, I get to effectively communicate complex research to broader audiences, connecting science with society.

Both my study abroad experience and my daily work at the SCR were made possible by support from donors like you. **Thank you for making these opportunities possible for me and so many other students, I can't tell you how grateful I am.** Your generosity has helped me embrace my journey, connect with others, and gain skills that I can carry with me into my life beyond UO. As I look toward graduation, I'm excited to take everything I've learned here and use it to make a difference in the world. **I hope that you continue to make a difference for UO students like me by making a gift to your favorite area of campus today.**

With deep gratitude,

Lauren Lanning
Class of 2025



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