



University of Nevada, Reno

A NEW TRADITION IS BORN

ESTABLISHED 2026

---



ALUMNI  
ASSOCIATION

# Legacy Initiative

## Marketing & Launch Plan

# FOUNDERS

1. **University President Brian Sandoval and First Lady Luralyn Sandoval**
2. **Kent Young and Christina Stoeber Young**
3. **Dr. Tyson F. Kales and Monica Powers Kales**
4. **Dave and Starla Doughty**
5. **Michael and Stephanie Hix**
6. **Brian and Barbara Hawn**
7. **Deny and Ronele Dotson**
8. **Donna Lee Kistler**
9. **Dr. Jerry Jones**
10. **Shenea Strader**

*\* Contract in process*

## Initiative Overview

The **Legacy Initiative** is a long-term, sustainable program of the University of Nevada Alumni Association, honoring multi-generational graduates while cultivating a lifelong culture of alumni engagement and giving.

Beginning in 2026, “Legacy” graduates – defined as those with parents, grandparents, aunts, or uncles who are alumni of the University of Nevada – will be welcomed at commencement and welcomed into the Alumni Association through a symbolic, visible, and pride-forward tradition.

AT ITS CORE

THE LEGACY INITIATIVE

## Identity

Lineage, Pride, Belonging

## Engagement

Instant Alumni Membership

## Philanthropy

Nevada Legacy Scholarship Fund

## Primary Goals 2026-2028

# 1

## Establish a Permanent Tradition

- Soft launch Legacy recognition beginning May 2026
- Embed recognition into commencement, alumni communications, and university culture
- Position Legacy as an honor and source of lifelong pride

## Primary Goals 2026-2028

# 2 Expand Alumni Membership & Engagement

- Provide an enhanced and instant Nevada Alumni Association giving opportunity and membership vehicle upon graduation
- Encourage an inaugural donation shortly after graduation 1:1 (\$1 : \$1) through our Nevada-based philanthropy agent, which will serve in a high exposure role year(s) one through three
- Educate graduates on power of philanthropy and lifetime alumni benefits through University of Nevada Alumni Association giving culture
- Further promote membership program partners and benefits, especially during graduation season(s)

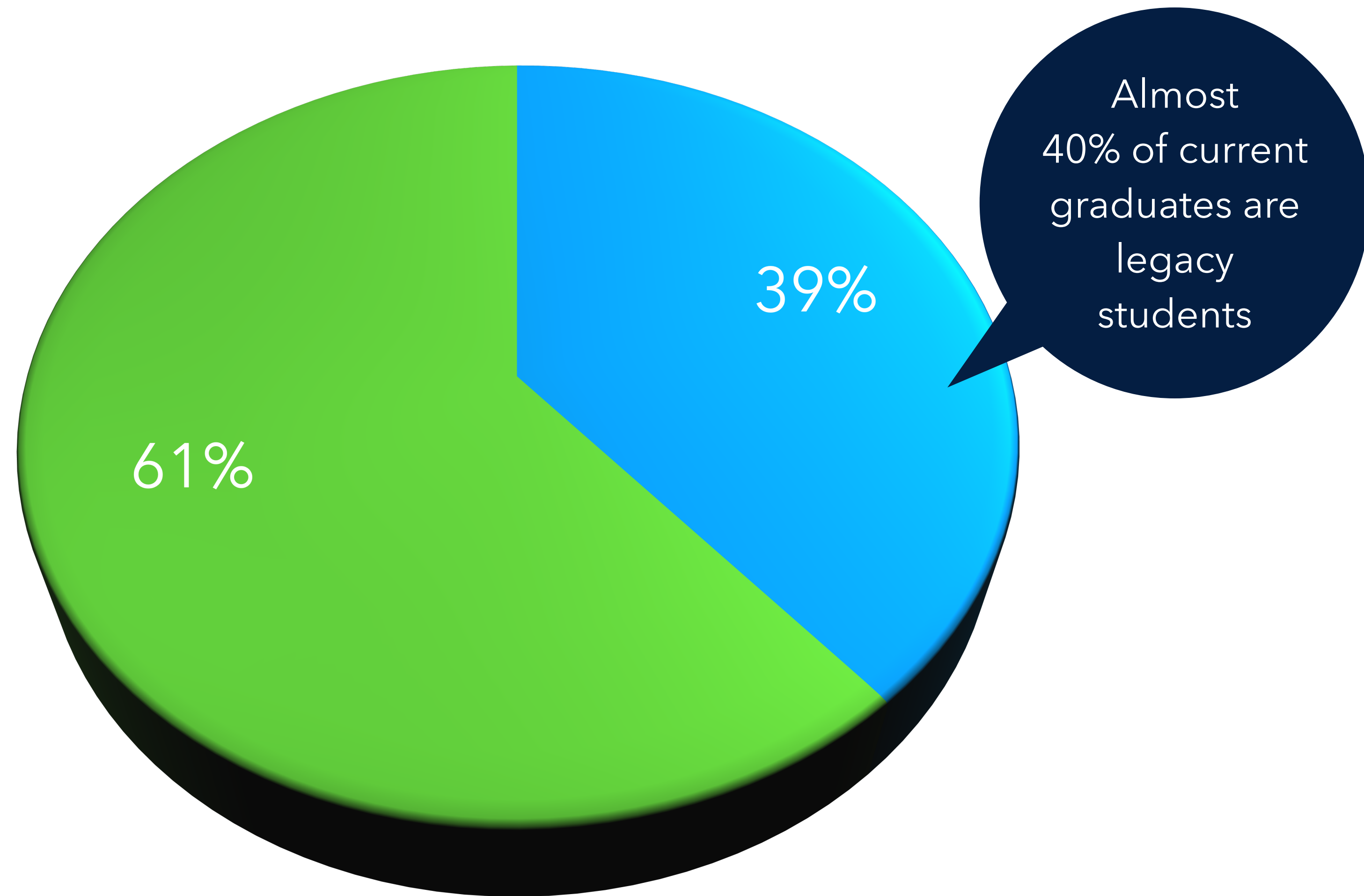
## Primary Goals 2026-2028

# Why the “Power” of Legacy Matters

- Identified baseline graduating-class membership rate (2025) with almost 40% of graduates participating in Commencement Ceremonies identified as “Legacy” graduates.
- Achieve a strong application / family-information for by January of 2027 and include key factors such as as:
  - How many “Legacy” students are applying to the University of Nevada each year?
  - Gather historical information for our databases on prior graduates (names and years) within each family through application for recognition.
  - As we grow the database we’ll be able to analyze graduation rates specifically for Legacy students.
  - Additional trends we’d like to identify for regional, state, national and international indicators.

# Initial Legacy Measurement Data

Percentage of Legacy  
Graduates to Graduates



## Primary Goals 2026-2028

# 3 Why the “Power” of Legacy Matters

### Key Differences in Focus:

1. Legacy: Quality and Retention (ROI, Engagement, Growth)
2. Replacing a student or member can cost 50% to 200% of a new recruit.
3. Long-Term Benefits:
  - A. Enhanced reputation as improved graduation rates boots rankings, attract new students and faculty and enlarge donor pool.
  - B. Student Success: focusing on retentions ensures students achieve their education goals, further strengthening the University of Nevada’s brand.

# Channels

## Owned

- Alumni email campaigns (Legacy spotlight series)
- Graduation communications
- Alumni & Friends newsletter emphasis
- Dedicated Legacy landing page

## Earned

- Commencement visibility
- University leadership endorsements
- Chapter and club amplification
- Alumni Awards ceremony integration

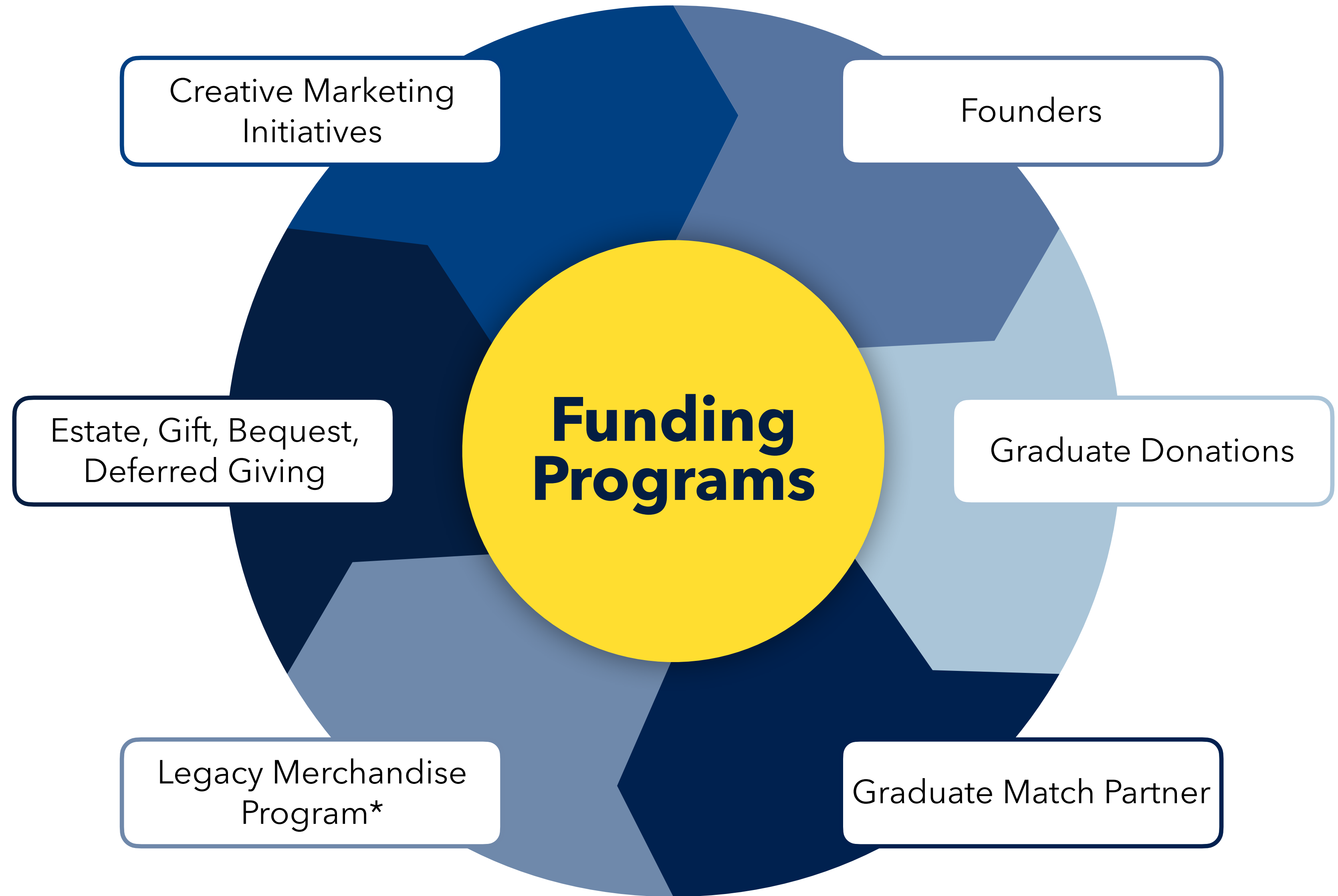
## Experiential

- Special event merchandise & membership presence
- Founder signing ceremony
- Homecoming, Giving Day, Holiday activations
- Groundbreaking and milestone events



# Funding the Legacy Scholarship Fund

The Legacy Scholarship Fund is poised for long term sustainability by a variety of proposed funding opportunities which will continue to grow over time.



*\* Portion of proceeds*

# Create Signature Legacy & Alumni Merchandise

- Design 6-8 Legacy items for 2026
- Design 6-8 enhanced Alumni items for the same period
- Market and sell merchandise via email and social media channels 2026
- Future: Display and sell merchandise prominently at graduation ceremonies
- Allocate a portion of proceeds of Legacy merchandise to the Legacy Scholarship Fund

Primary Goals  
**2026-2028**



# The Legacy Graduate Experience



# The Legacy Graduate Experience

## Each Legacy Graduate will receive:

- A high-quality Legacy cord in Nevada's traditional colors
- A Legacy certificate designed as an heirloom keepsake
- Future recognition in the commencement program
- A digital Legacy alumni tag with multi-generational notation
- An invitation to give back—symbolically and proudly—at shorty after graduation

# The Legacy Scholarship Fund

*This is not transactional.*

*It is aspirational.*

*“At the heart of the initiative is the Legacy Scholarship Fund, supporting future Nevada students with multi-generational roots.”*

# Launch Goal

Raise a minimum of \$90,000 by May 1, 2026 to secure endowment through program Founders

## Funding sources include:

- Founder commitments
- Legacy family engagement
- Merchandise proceeds
- Matched student giving at graduation
- Scores of opportunities that have yet to be identified around graduation, Giving Day, Homecoming, Chapter and Club Incentives and family-focused promotions



*“At the heart of the initiative is the Legacy Scholarship Fund, supporting future Nevada students with multi-generational roots.”*

NEVADA LEGACY SCHOLARSHIP FUND

# The Founders

The Legacy Initiative begins with Founders—alumni and leaders who believe traditions don't simply happen; they are built.

# Founder Commitment

- \$1,000 per year for three years
- Individuals, couples, or families may serve as Founders
- Founders will be invited to University of Nevada President Sandoval's Inaugural Giving Circle \$3,000 (recognition event in the fall, date TBA)

*“At the heart of the initiative is the Legacy Scholarship Fund, supporting future Nevada students with multi-generational roots.”*



*We invite you to become a  
Founder of the Legacy Initiative.*



ALUMNI  
ASSOCIATION

*Not simply to give—  
but to build something that will  
endure for generations.*



ALUMNI  
ASSOCIATION

# Founders Campaign

## Why Be a Founder?

- Named architect of a permanent University tradition
- Recognition tied to every Legacy graduate going forward
- Founding recognition at launch ceremony, signing event
- Permanent acknowledgment (location TBD)
- Priority invitations and insider stewardship
- Intrinsic value associated with building a tradition, Est. 2026
- If not already, a substantial step in becoming a member of the University of Nevada Honor Court (minimum \$50,000 University-wide giving)
- Automatic invitation to The President's Inaugural Giving Circle, a new honor established by The Office of the President

# Legacy Match Partner

## Match Partner Concept:

A Nevada-based Legacy business, family, or trust acts matches each student gift to Legacy Scholarship Fund

- Matches all Legacy graduate gifts (\$1:\$1) in 2026-2028
- First right of refusal to renew beginning 2029
- Only sponsorship-style opportunity in program, creative programming encouraged
- A minimum of \$4,000 year, depending upon number of graduates and level of participation

## Benefits to Partner:

- Statewide goodwill and visibility
- Philanthropy tied directly to students and tradition
- Naming recognition (carefully positioned, not commercial)
- Deep alignment with "Silver Thread" narrative

*“Our land-grant foundation, throughout the notable accomplishments and milestone achievements of our rich history, has passed this important responsibility onto all of us.”*

*“We are a University that is both timeless and timely, remarkable in how we are building Nevada’s future.”*

*– President Brian Sandoval '86*



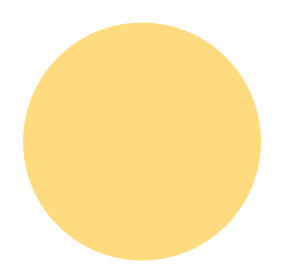
Photo Source: <https://www.unr.edu/marketing-communications/brand>



*“The Legacy Initiative must be simple in its execution yet exquisitely formal in its presentation—honoring tradition while inviting participation.*

*When done well, it becomes a natural gateway to lifelong alumni membership and a culture of giving that begins with pride, not obligation.”*

*– Christina Stoeber Young,  
President-elect, Nevada Alumni Association*



shine



LET A LITTLE IN ...