

# **Yes We Can! Student Philanthropy 2.0: How to Set Your Students on a Path of Lifetime Giving**

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# Yes YOU Can!

- Goals

- Learn the when and how of introducing students to philanthropy
- Learn how to integrate philanthropic messaging throughout your organization
- Learn some of the strategies and best practices to educating students about the importance of philanthropy

# Yes YOU Can!

- Case Studies
  - Tuition Freedom Day
    - 3 years
  - Senior Fund Drive
    - 3+ years (current format)
  - Student Education Programming
    - 5+ years

# Tuition Freedom Day

- Overview

This program is used to mark the day from which education costs are fully funded through sources other than student tuition and fees.

# Tuition Freedom Day

- Ideal Program Components
  - Broad coverage/campus wide
  - Interactive and engaging
  - Relevant

# Tuition Freedom Day @ Willamette

- February (Founders Month)
  - Two-thirds through the year
- Coordinated by Office of Annual Giving
  - Telefund students have a big role
- Branding/Marketing
  - Support from Marketing Communications to produce material, artwork, etc

# Tuition Freedom Day @ Willamette

- Day of Program
  - Gift ribbons/tags on campus fixtures
  - Posters in all buildings
  - Email announcement
  - Student response/thank-you card
  - Food (cupcakes, doughnut, etc)
  - Videographer

# Tuition Freedom Day @ Willamette

- Unintended Benefits
  - Compelling words of thanks from students
  - Faculty/Staff education and participation
  - Institutional acceptance
    - “TFD” is now part of Willamette vernacular

# Tuition Freedom Day @ Willamette

- 2010
  - Telefund callers to identify “gifts”
    - Chemistry stock room, computers, etc
  - Reach out to campus
    - Student Activities, Athletics, Divisions/Departments
    - Promote benefits of donor support in each area
  - Online survey sent to campus
    - Understand current level of philanthropic knowledge on campus



person who provided you  
dy here, what would you

nk you very much  
- financially  
d without ou  
to receive this:

on II Soph

How have donors impacted your WU experience?

Thank you for donating and  
creating many different opportunities  
for WU and the students to enjoy  
- Dan '12

How have donors impacted your WU experience?

Thank you for all of  
your support in helping  
us make Willamette a  
great place.  
- Emily '12

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ore expensive  
e. Gifts to the  
y the same  
Willamette.

Cost?

ducation at

Willamette. The memories and friend-  
ships we developed are still with  
us. When we look back at all of  
these things, it seems natural to give  
back to Willamette. We fondly re-  
member our time at WU, and we  
hope that through our  
giving students will continue to have  
the same outstanding

- Oregon Professors of the Year in the past 10 years: 110
- Percentage of faculty members with a PhD: 96%

### Why is Alumni Participation I

The number of alumni who give back to  
Willamette is an important measure of the  
we place on a university education. Stro  
support builds the reputation of our sch  
strengthens the value of your degree i  
post-graduate career.

## TFD Response Card

Donors' generosity have made my experiences at WU possible! Without their financial support, I wouldn't have been able to attend such a fabulous college where I earned such a quality education in such a friendly, supportive, growth-inducing environment. **THANK YOU!**

## TFD Response Card

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TFD has shown me how  
important donors are!

# Senior Fund Drive

- Overview

Student run fundraising program with the purpose of educating the senior class on the importance of alumni giving as well as providing the first opportunity for seniors to make a gift to the institution

# Senior Fund Drive

- Ideal Program Components
  - Broad and committed student leadership
  - Focused training and education of student leaders
  - Peer-to-peer solicitations
  - Relevant giving options

# Senior Fund Drive @ Willamette

- October – May
- Coordinated by Office of Annual Giving
  - Students recruited during the spring of junior year
- Branding/Marketing
  - Support from Marketing Communications to produce brochures, artwork, etc
- Web presence: external and internal sites
- [www.willamette.edu/go/sfd](http://www.willamette.edu/go/sfd)

# Senior Fund Drive @ Willamette

- September:
  - Affinity Chair training and volunteer recruitment
    - Athletics
    - Campus Life
    - Diversity
    - Greek Life
    - Senior Class Council
  - Peer-to-Peer solicitation training/expectations

# Senior Fund Drive @ Willamette

- October
  - Kick off event (fundraising focused)
  - Begin tabling schedule (once a week)
  - Face time with the Board of Trustees
  - Development Office lunch with volunteers
- November – December
  - Peer-to-Peer solicitations

# Senior Fund Drive @ Willamette

- January – February
  - Spring kick-off event and re-training
  - Tuition Freedom Day event
- March – April
  - Matching gift e-campaign (for annual fund only)
  - Senior Salute Event
  - Commencement brochure appeal
  - Wulapalooza donor reception

# Senior Fund Drive @ Willamette

- May
  - Senior Reception (award the giant check)
  - BBQ donor event at the President's house
  - Commencement
- June – Aug
  - Send SFD Donor Report to entire class
  - Review program and set goals for following year

# Senior Fund Drive @ Willamette

- Nuts and Bolts
  - Relevant giving
    - Affinity giving v. scholarship v. physical gift
  - Peer-to-peer solicitations
    - Students teaching their peers
  - Opportunity to make first gift to institution
    - Teach good donor habits (treat like alumni donors)
    - Steward like any other new alumni donor
    - Introduce to giving options: monthly, annual, online, etc
    - Show the importance of young alumni participation

# Student Education Initiatives

- Overview

Auxiliary programs that seek to educate students on the importance and impact of donor support to the institution

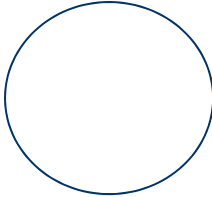
# Student Education Initiatives

- Ideal Program Components
  - Year round
  - Balanced between passive and interactive
  - Targeted messaging to students from day one

# Student Education @ Willamette

- August – September
  - Door Hangers and Willamette Fund water bottles
    - Useable item for all incoming students
    - Promotes the Willamette Fund

# WF bottle and door hanger




**I'm out getting my**

nationally-ranked, diverse, 10:1 student to faculty, sustainable, campus is so pretty it hurts, academically excellent, once a Bearcat always a Bearcat...

**Education.**

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**WILLAMETTE UNIVERSITY**  
THE WILLAMETTE FUND  
[willamette.edu/go/annual\\_fund](http://willamette.edu/go/annual_fund)

# Student Education @ Willamette

- November - December
  - Holiday lights
    - Placed on balconies
    - Promote Willamette and Parents Fund

4'

2'



# Student Education @ Willamette

- February
  - Tuition Freedom Day
    - Engage students and promote benefits of gifts
  - Thank-a-thon
    - Scholarship recipients write update letters to donors

# Student Education @ Willamette

- March
  - Sophomore Dinner
    - Welcome to alumni association
    - Present benefits and responsibilities of being an alum
  - Scholarship Award Reception
    - Invite top scholarship donors to meet recipients

# Student Education @ Willamette

- May
  - Senior Fund Drive conclusion
    - Opportunity to make their first gift to institution
- Semester long opportunities
  - Telefund – callers are powerful advocates
  - Philanthropy Class – interdisciplinary course
    - Learn the how-to of grant making and award support
    - Town-gown relations and hands on experience

# Yes You Can!

- Closing thoughts
  - Involve students as much as you can
  - Don't be afraid to be a “strong” advisor
  - “Year round” does not mean “all at once”
  - Current students are future alumni

# Contact Information

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