



Education
Advisory
Board

Advancement Forum

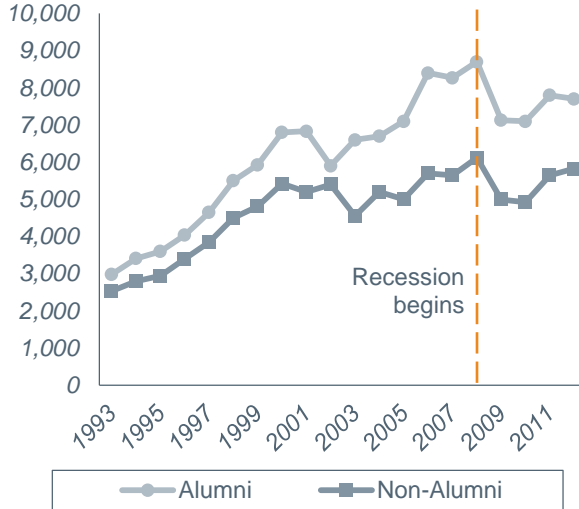
Creating a Culture of Giving Among Current Students

A Shock to the System

The Great Recession Causes Drop in Giving to Higher Education

Total Voluntary Support by Individuals to Higher Education¹

Voluntary Support of Education Survey, 1993 – 2012



College Fund Raisers Predict a Return to Pre-recession Levels of Giving

(January 28, 2013)

“The recession continues to recede,’ said John Lippincott, president of CASE, who added that the survey signals a return to levels of giving equal to those of the 2007-8 academic year, when donations reached a record \$31.6-billion. Gifts to higher education plunged after the global economic downturn but were back up to \$30.3-billion in 2010-11.”

The Chronicle of Higher Education

¹) Dollars presented in millions.

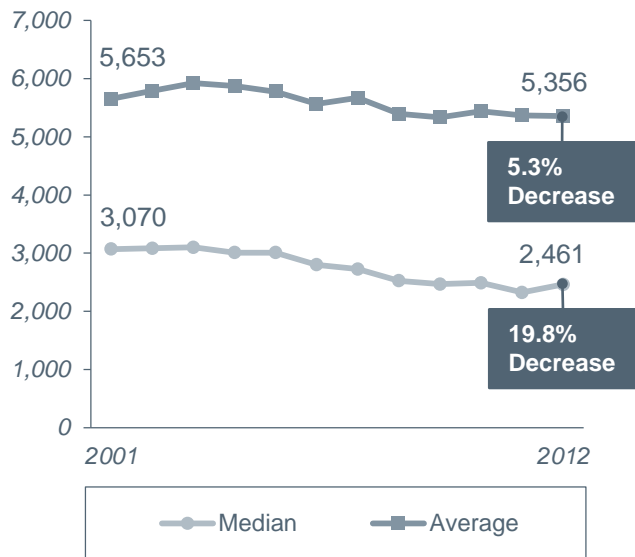
Source: Council for Aid to Education, *Voluntary Support of Education Survey* (2012), <http://vse.cae.org>; Don Troop, “College Fund Raisers Predict a Return to Pre-recession Levels of Giving,” *Chronicle of Higher Education*, <http://chronicle.com/blogs/bottomline/college-fund-raisers-predict-a-return-to-pre-recession-levels-of-giving/>; Advisory Board interviews and analysis.

Not Out of the Woods Yet

Alumni Donors and Average Gift Size Continue to Decline

Median and Average Number of Alumni Donors

*Voluntary Support of Education Survey,
2001 – 2012*



\$1,234

Average gift in 2011,
all institutions

\$1,200

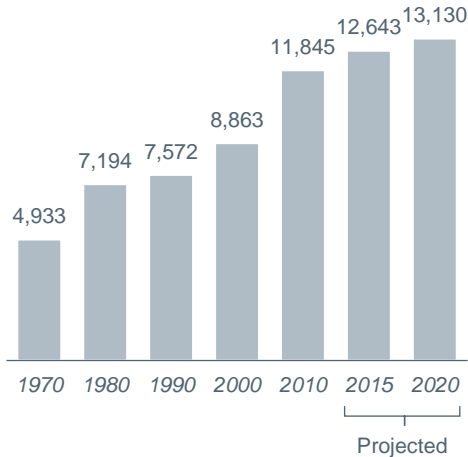
Average gift in 2012,
all institutions

A Rapidly Expanding Prospect Pool

Enrollment Growth Increases Total Alumni, But Creates Problems of Scale

18- to 24-Year-Old Student Enrollment¹

National Center for Education Statistics,
1970 – 2020



Managing a Growing Prospect Base

“We’re graduating about 4,500 students per year, and we have a total alumni base of 100,000. We’re just trying to keep our arms around this population.”

*Niles Sorensen
The University of North Carolina
at Charlotte*

1) Enrollment figures presented in thousands.

Source: National Center for Education Statistics, “Total fall enrollment in degree-granting institutions, by attendance status, sex, and age: Selected years, 1970 through 2020,” *Integrated Postsecondary Education System* (September 2011), http://nces.ed.gov/programs/digest/d11/tables/dt11_200.asp; Advisory Board interviews and analysis.

The Potential of Millennial Philanthropy

Young Alumni Have Strong Civic Inclinations but Low Income



79M

Millennials according to
US Census Bureau

\$300B

Current purchasing power
of Millennial generation

\$62.7B

Of which is discretionary

Millennials Embarking on Philanthropic Lives



75 percent of
Millennials made
a financial gift in 2011



58 percent of gifts
given by Millennials
were under \$100



Millennial donors
typically gave to five
organizations in 2011



27 percent gave
larger amounts to
favored causes

Source: United States Census Bureau, "National Population Projections: Summary Tables" (2012), <http://www.census.gov/population/projections/data/national/2012/summarytables.html>; Achieve and Johnson, Grossnickle and Associates, *The Millennial Impact Report* (2012), <http://cdn.trustedpartner.com/docs/library/AchieveMCON2013/TheMillennialImpactReport2012.pdf>; Kari Dunn Saratovsky, Derrick Feldmann, and Jean Case, *Cause for Change: The Why and How of Nonprofit Millennial Engagement* (San Francisco: John Wiley & Sons, 2013); Advisory Board interviews and analysis.

The Habit of Giving

Research Confirms that Early Giving Leads to Long-Term Support

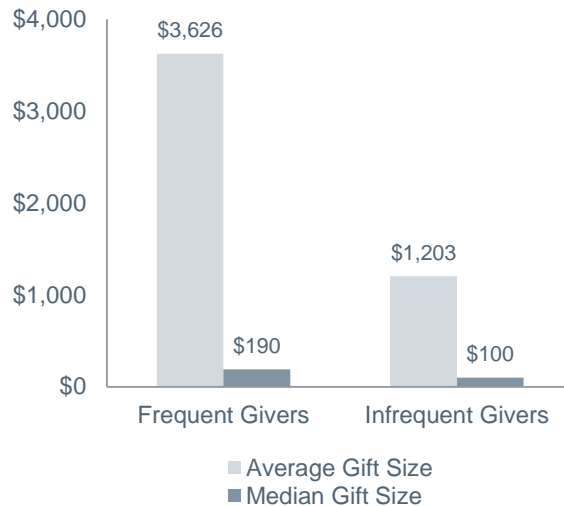
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Investing Now for Future Returns

“The large magnitude of the effect of being a frequent giver when young suggests that...universities in particular should give serious consideration to devoting additional resources to raising participation rates among young potential donors. Even if the benefits are far in the future, the effects are large enough to justify incurring some losses in the pursuit of gifts in the present.”

*Jonathan Meer
Texas A&M University*

Frequent and Infrequent Donors
Gift Size



Source: Jonathan Meer, "The Habit of Giving," *Economic Inquiry* (March 2013), <http://onlinelibrary.wiley.com/doi/10.1111/eic.12010/abstract>; Advisory Board interviews and analysis.

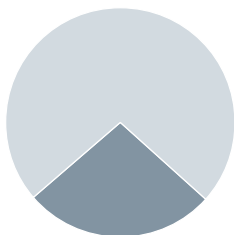
Paying It Forward

The Benefits of Acquiring Young Donors Now

Retention Rate by Donor Type

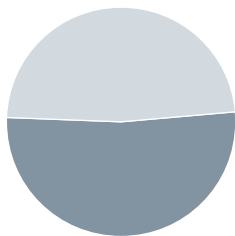
Blackbaud 2011 Fundraising Index

New Donors



27% Renewal Rate

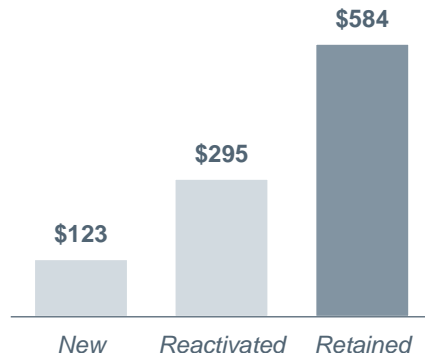
All Donors



52% Renewal Rate

Median Revenue Per Donor

Blackbaud 2011 Fundraising Index



A Small Investment with Big Returns¹

\$1.50

Cost to raise a dollar from a new donor through direct mail

\$0.25

Cost to raise a dollar from an existing donor through direct mail

¹) Reasonable cost guidelines first calculated by James Greenfield in "Accountability and Budgeting, Assessing Costs, Results and Outcomes" (2003).

Source: Blackbaud, "2011 Index of Higher Education Fundraising Performance" (April 2012), https://www.blackbaud.com/files/resources/downloads/4-12-HE_Index.pdf; WealthEngine, "Measuring Fundraising Return on Investment and the Impact of Prospect Research: Factors to Consider" (May 2010), <http://info.wealthengine.com/rs/wealthengine/images/Return-on-Investment-May-2010.pdf>; Advisory Board interviews and analysis.

From Annual Donations to Major Gifts

Big Donors Often Begin at Modest Levels and Escalate Gifts



80%

Of alumni major gift donors made consistent gifts in first five years after graduation

\$255

Average first gift from major gift donors at UVA



Mega Gifts Come from Early Donors

Michael R. Bloomberg commits \$350 million to Johns Hopkins

"His first Johns Hopkins gift was \$5 in 1965, a year after he received his bachelor's degree...Bloomberg made his first \$1 million commitment to the university in 1984, 20 years after his graduation."

John Arrillaga and Stanford: Generosity begets generosity

"My father's giving story begins with his first gift to Stanford – a two-figure donation made just after he graduated. He gave what he could at the time, and even then the gift was a stretch financially...."

Source: Jonathan Meer, "The Habit of Giving," *Economic Inquiry* (March 2013), <http://onlinelibrary.wiley.com/doi/10.1111/ecin.12010/abstract>; Laura Arrillaga-Andreessen, "John Arrillaga and Stanford: Generosity begets generosity," *Stanford News* (July 1, 2013), <http://news.stanford.edu/news/2013/july/arrillaga-major-gift-070113.html>; "Michael R. Bloomberg commits \$350 million to Johns Hopkins for transformational academic initiative," *The Johns Hopkins University Hub* (January 26, 2013), <http://hub.jhu.edu/2013/01/26/bloomberg-gift/>; Alumni Relations Task Force, "Appendix C: The Link Between Alumni Engagement and Alumni Giving, *The Scenes of their Youthful Studies: The Next Era in Alumni Relations* (University of Virginia, June 2004), <http://www.virginia.edu/virginia/ARTFReport20040629.pdf>; Advisory Board interviews and analysis.

An Uphill Battle

Key Challenges in Raising Money from Young Alumni



Rising Cost of Education

“Tuition keeps going up. I could barely afford groceries when I was there, let alone textbooks and rent. Now they want me to give them more money? That’s ludicrous.”



Students as Customers

“I paid, I learned, I left. That’s how it goes. I gave them money, they gave me a degree. Once I pay off my debt, my duty to the university ends.”



Doubts About Impact

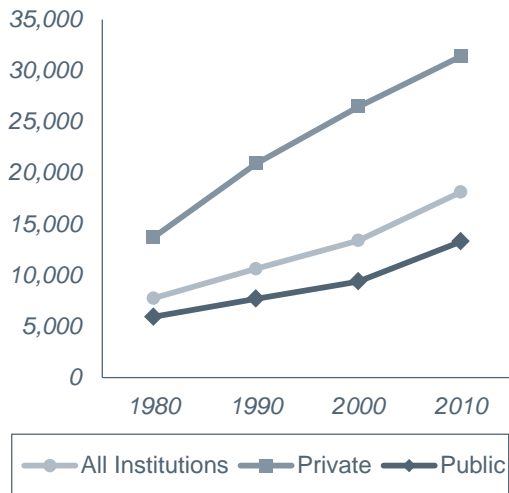
“Why do they need my money? They have those big donors who are paying for buildings and research institutes. My \$10 gift can’t possibly do anything meaningful.”

The Rising Cost of College

Advancement Staff Struggle Against Doubts about Value and Impact

Tuition Costs at Four-Year Institutions

National Center for Education Statistics,
1980 – 2010¹



**A Generation Hobbled
by the Soaring Cost
of College**



**The Diploma's
Vanishing Value**



**American Universities
Represent Declining
Value for Money**

Source: National Center for Education Statistics, "Total tuition, room and board rates charged for full-time undergraduate students in degree-granting institutions, by type and control of institution: Selected years, 1980–81 to 2010–11" *Integrated Postsecondary Education System* (2012), <http://nces.ed.gov/fastfacts/display.asp?id=76>; Andrew Martin and Andrew W. Lehren, "A Generation Hobbled by the Soaring Cost of College," *New York Times* (May 12, 2012), <http://www.nytimes.com/2012/05/13/business/student-loans-weighing-down-a-generation-with-heavy-debt.html?pagewanted=all>; Jeffrey L. Selingo, "The Diploma's Vanishing Value," *Wall Street Journal* (April 26, 2013), <http://online.wsj.com/article/SB10001424127887324874204578440901216478088.html?KEYWORDS=college+not+worth+the+cost>; "Not what it used to be: American universities represent declining value for money to their students," *The Economist* (December 1, 2012), <http://www.economist.com/news/usa/21567373-american-universities-represent-declining-value-money-their-students-not-what-it>; Advisory Board interviews and analysis.

¹ Data presented in constant 2009 – 2010 dollars.

Skepticism about Donor Impact

Outsized Fundraising at Top Institutions Undermines Case for Gifts

Top 10 US Higher Education Fundraisers

Chronicle of Philanthropy and NCES

Institution	Funds Raised (2012)	Endowment (2011)
Stanford University	\$709.4M	\$16,503M
Harvard University	\$639.2M	\$32,013M
Yale University	\$580.3M	\$19,174M
MIT	\$545.7M	\$9,713M
Columbia University	\$495.6M	\$7,790M
Johns Hopkins University	\$485.4M	\$2,598M
University of Pennsylvania	\$437.7M	\$6,582M
UCLA	\$415M	\$1,309M
UC-San Francisco	\$409.4M	\$906M
USC	\$402.4	\$3,517M



Don't Need My Money

56%

Of alumni under 35 believe that their alma maters do not need their money



Grasping for Meaning

"Recent grads like to see their impact. We've had a hard time doing that, frankly."

*Vice President for Advancement
Public University*

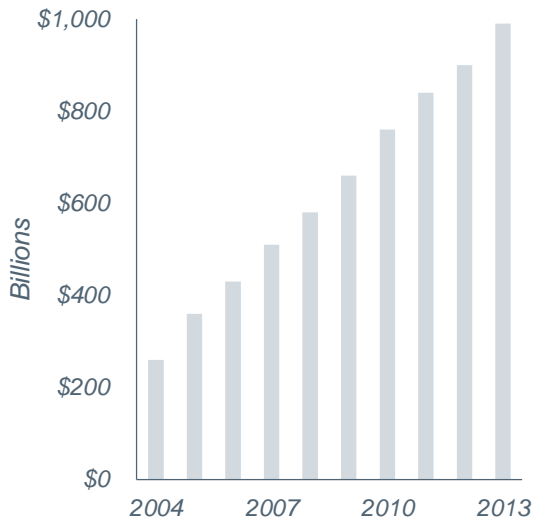
Source: "The 400 Largest Nonprofits, by Category," *Chronicle of Philanthropy* (2012), <http://philanthropy.com/section/Philanthropy-400/237/>; National Center for Educational Statistics, "Data Center," *Integrated Postsecondary Education System*, <http://nces.ed.gov/ipeds/datacenter/>; Engagement Strategies Group, *Mood of Alumni Survey* (2010), <http://im.dev.virginia.edu/wp/engagementcommunity/files/2011/11/Mood-of-Alumni-2010.pdf>; Advisory Board interviews and analysis.

A Transactional View of Education

Declining Participation Reflects Growing Student Loan Debt

Outstanding Student Loan Debt

New York Federal Reserve,
2004 – 2013¹



Quid Pro Quo

“Some of them don’t even want to talk about giving an annual gift with you. They feel offended because they view what they’ve done as a transaction with the university. They took out loans, they paid their tuition, they got their degree, and now they need to get a job to pay off the loans. Only when they settle their debt can we talk about how those loans or scholarships might have helped them.”

*Advancement Professional
Public University*

1) Data presented in nominal dollars.

Unrealized Opportunities to Engage Students Now

Colleges and Universities Capitalize on Student Experience

Advantages of Student Philanthropy

1



Proximity

On-campus activity puts advancement staff in constant contact with students

2



Communication

Open lines of communication make it easier to educate and solicit students

3



Impact

Ongoing student interactions with staff and resources make the case for support easier

4



Affinity Data

Staff can gather information about students to determine affinities and passions

Creating a Culture of Giving among Current Students

A Roadmap

1



**From Senior Gift
to Senior Giving**

2



**Making Direct
Asks of All
Students**

3



**Systematizing
Student Data
Collection**

The Anatomy of a Study

EAB Research Process Overview



Comprehensive Literature Review

- Scholarly publications
- Philanthropy journals
- Social media and blog updates



200+ Interviews

- Advancement Professionals
- National Experts and Consultants
- Nonprofit Leaders
- Product Vendors



Industry Conferences

- CASE Social Media and Community
- CASE Young Alumni and Student Engagement
- CASE Cultivating Student Philanthropy



Data and Benchmarking Resources

- Voluntary Support of Education Survey
- Giving USA Study
- Cygnus Donor Survey
- Millennial Impact Report

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“Building Awareness Is Key with Students”

The Growth of Philanthropy Education Events on Campus

“

Creating Teachable Moments

“Our education days celebrate everything that philanthropy does for the institution. They do a great job of raising awareness among the student body. After Tag Day, for example, the students have a much better sense of how alumni have shaped the campus. And our student volunteers are really excited to participate and show their appreciation.”

*Advancement Professional
Public University*



Events

- Tag Day and Thank-a-Donor Activities
- National Philanthropy Day
- Tuition Runs Out Day



Goals

- Foster understanding of philanthropy's impact on campus
- Build a sense of community between students and alumni
- Instill willingness to give in the future

Creating a Culture of Giving: Typical Approach

Educational Initiatives Coupled with a Senior Gift

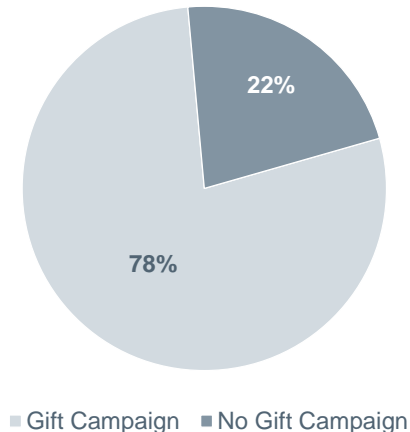


Making the Direct Ask Senior Year

Most Schools Use Class Gift to Form Giving Habit

Prevalence of Senior Gift Campaigns at US Institutions

EAB Analysis
n=78



Funds Raised by Senior Gift Campaigns, 2012

EAB Analysis

\$1,400 \$60,000



Iowa State University: \$45,400
UNC-Wilmington: \$15,500
Jacksonville University: \$1,400

Senior Gift Participation Rates, 2012

EAB Analysis

6% 100%



Skidmore College: 94%
Marist College: 58%
University of New Hampshire: 7%

“Benches, Bricks, and Plaques”

Class Gifts Usually Focus on Small, Tangible Items



A Sampling of Senior Gifts

- Benches
- Trees
- Brick pathway
- Drinking fountains
- Patio renovations
- Historical displays
- Swings
- Plaques
- Building renovations
- Statues
- Bronze campus map
- Recycling containers
- Landscaping
- Clock tower bells
- Residence hall furniture
- Recreation equipment

“

Is This Really Our Goal?

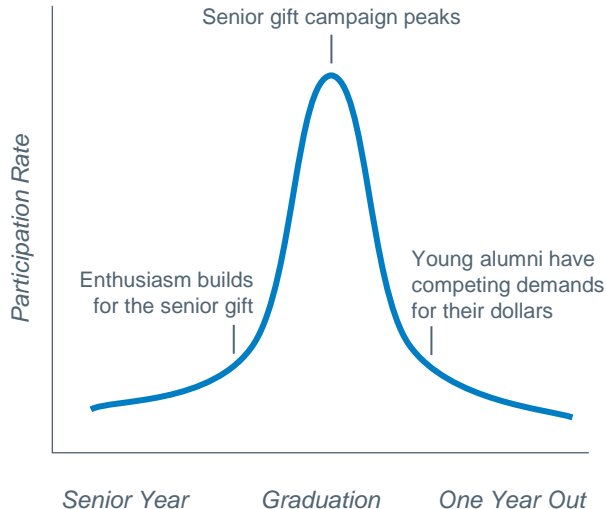
“You can’t renew a gift to a physical structure. We have to start back at zero with young alumni when seniors choose a physical object for the gift. I don’t know what purpose these campaigns serve for us.”

*Advancement Professional
Public University*

The Sharp Drop

Senior Gifts Often Fail to Translate into Alumni Giving

Donor Melt Following Senior Gift Campaigns



“

The Valley of Death

“The transition after senior year is our fundamental business challenge. I call it the ‘Valley of Death.’”

*Darrow Zeidenstein
Rice University*

From Senior Gift to Senior Giving

New Approaches Build a Foundation for Future Giving

Approach #1

Endowed Scholarships

- Senior class donors vote on scholarship type
- Donors contribute to an endowed fund
- Fundraising continues for five years after graduation



Bryant University

Approach #2

Bounded Choice

- Seniors give to a limited number of funds
- Featured funds resonate with students
- Staff can highlight funds in post-graduation appeals



West Virginia University

Approach #3

“Support Your Passion”

- Students give to whatever fund inspires them
- Unbounded choice mimics alumni donor experience
- Gift choices generate data on donor interests



UNIVERSITY OF
ROCHESTER

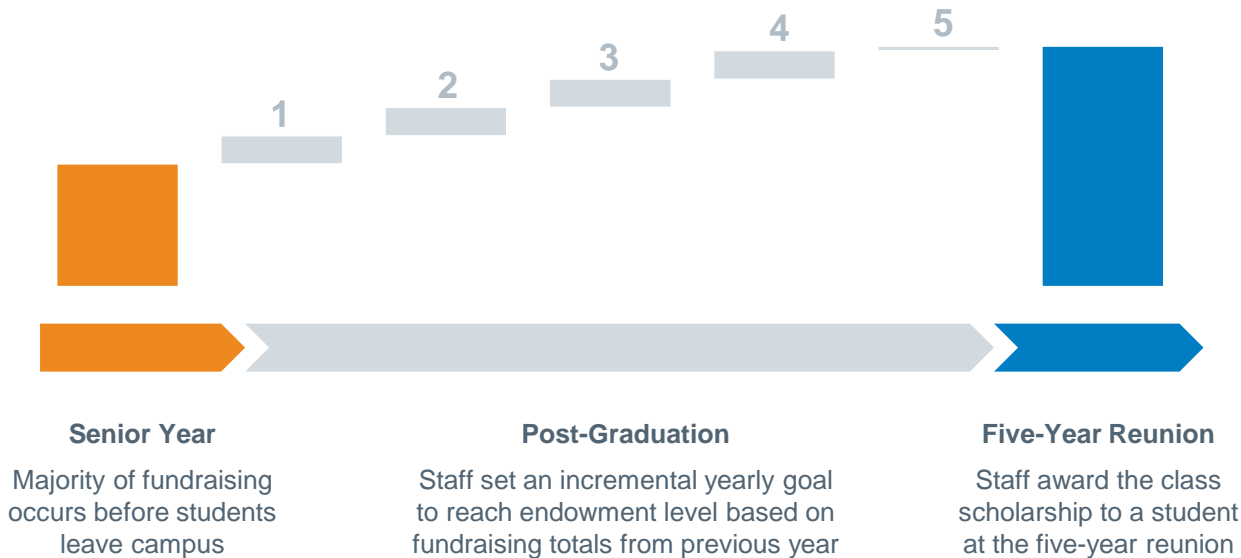
University of Rochester

The Race to \$50,000

Five-Year Endowed Scholarship Ties Young Alumni to Senior Giving

Bryant University's Endowed Senior Class Scholarship

Fund accrues interest for one year before reunion



Looking to Build on Upward Momentum

Endowed Scholarship Doubles Senior Giving Rate

Senior Giving and Alumni Participation Rates

Class of 2008 – Class of 2013

Class Year	Senior Giving Rate	Participation Rate After One Year	Participation Rate After Two Years
2008	25%	No Data	No Data
2009	50%	3%	4%
2010	56%	4%	5%
2011	53%	6%	
2012	56%		
2013	57%		

“

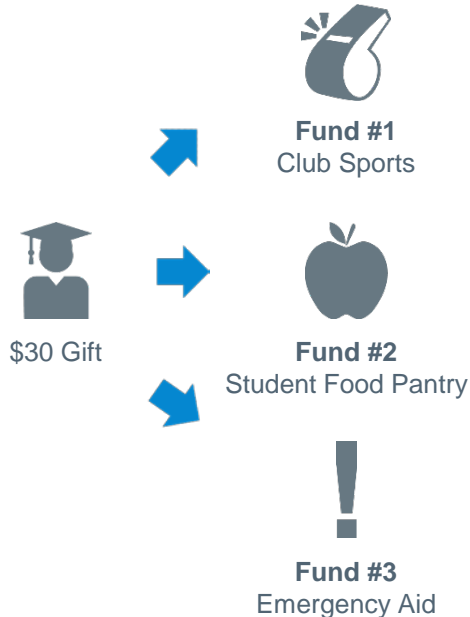
Showing Tangible Impact

“From a fundraising standpoint, the endowed scholarship option has given young alumni a giving purpose. Fundraising is all about telling a story, and part of that story is how they made a difference by helping Bryant students. This experience will hopefully encourage future giving and continue to strengthen Bryant’s culture of philanthropy.”

*John Garcia
Bryant University*

Directing the Philanthropic Impulse

Senior Givers at West Virginia University Choose Among Three Funds









The Mountaineer Mark Initiative

- Gift ask made through direct mail, \$30 minimum gift
- Solicitation in December for Winter graduates and May for Spring graduates
- Solicitation letter signed by student body president and vice-president
- Seniors can give to their college as well as the three targeted funds

Making It Work on Your Campus

EAB Recommendations for Implementing Bounded Choice Campaigns

Key Concepts		Steps to a Successful Bounded Choice Campaign	
 Student involvement	}		Allow students to choose the funds through a town hall meeting, digital poll, competition, or student-leader focus group
			Assign student volunteers to raise money for the funds they feel most passionate about
Strong donor experience	}		Set a fundraising goal for each fund and articulate the tangible impact of meeting the goal
			Build a user-friendly website that showcases giving options and allows supporters to make a quick and easy donation
Alumni segmentation	}		Record donor choices in advancement database and use that information to solicit alumni for targeted funds after graduation

Reinvigorating the Senior Gift

University of Rochester's Campaign Targets Common Barriers

Common Campaign Barriers

Low to No Inspiration

Students found a tangible senior gift unpersuasive



Mismatch with Alumni Giving

Buying a tangible gift did not correlate with how alumni give



Lagging Participation

Less than a quarter of the graduating class gave



No Staff Oversight

Staff had no capacity to administer a robust campaign



University of Rochester's Solution

Allow Donor Passions to Dictate Giving

Emphasize Funds over Tangible Gifts

Fine-Tune Campaign Outreach

Add Staff Position for Campaign

Donor-Driven Philanthropy at Rochester

Students' Interests Inform Giving and Generate Momentum

Campaign branding teaches key giving habits

Live-updating graphs track progress towards goal

Class of 2013!

[Class Gift Campaign](#)
What's Your Passion?

Why Give
Class Progress
Class Donors

Class Events

Class Photos

[Join the Class of 2013 on Facebook](#)

Class of 2013 Progress to Goals

\$9,000	513
\$9,000	513

Dollars Donors

What's Your Passion?

Support your passions and your class gift campaign!

A gift to any area of the University of Rochester, the Medical Center or its affiliates counts toward your class totals. See just some of the areas you can support below. [Make your gift now!](#)

Academics

- Dean's Fund for Anthropology
- Dean's Fund for Biology
- Dean's Fund for Chemistry
- Dean's Fund for Clinical & Social Psychology
- Dean's Fund for Computer Science
- Dean's Fund for Digital Media Studies
- Dean's Fund for Economics
- Dean's Fund for English
- Dean's Fund for History
- Dean's Fund for Judaic Studies
- Dean's Fund for Mathematics
- Dean's Fund for Political Science
- Dean's Fund for Study Abroad
- Gwen M. Greene Career and Internship Center
- Kearns Center for Leadership and Diversity
- River Campus Libraries
- School of Medicine & Dentistry
- School of Nursing
- Simon School of Business
- Strategic Opportunities Fund
- Undergraduate Scholarships
- Warner Graduate School of Education

Medicine

- A.L.S./Lou Gehrig's Disease
- Alzheimer's Disease
- Autism
- Cardiology
- David and Ilene Flaum Eye Institute
- Diabetes
- Eastman Institute for Oral Health
- Epilepsy
- Goltsano Children's Hospital
- Highland Hospital
- Huntington's Disease
- James P. Wilmut Cancer Center
- Kessler Burn & Trauma Center
- Multiple Sclerosis
- Muscular Dystrophy
- Palliative Care
- Parkinson's Disease
- Solid Organ Transplantation
- Stroke
- Strong Memorial Hospital
- Urology
- Visiting Nurse Service

Students choose from a variety of causes and funds

“Keep Your Light Burning”

Modeling Desired Alumni-Giving Behaviors



A Strong Performance

50% Participation rate in 2013

521 Seniors giving to any campus fund in 2013

\$14 Average gift in 2013



Preparing for Future Giving

“We want senior giving to mirror what the opportunity to give looks like when they leave here. We want it to be the same experience as when they’re alumni. They’ll have all these choices. It really sets the tone for future giving.”

*Matt Siegel
University of Rochester*

Starting a Lifelong Giving Relationship

Using Senior Giving to Bridge the Gap

Senior Giving Campaign



Students rally together to support a cause that they feel passionately about



Young Alumni Giving



Positive philanthropic experiences during senior year motivate young alumni to give

Soliciting Students Like Alumni

TCU's "Count Me In!" Campaign Reframes Peer-to-Peer Fundraising

From Solely Peer Pressure Solicitations...



- Traditional solicitations from student volunteers focus on peer pressure
- Student donors receive minimal education about giving
- Student asks rarely match post-graduation solicitation process

...To Student Educational Presentations



- Student volunteers present to a minimum of three classes or student organizations
- Presentations include information about importance of philanthropy to TCU
- All presentations are branded with annual giving marketing materials



...Followed by Annual Giving Asks



- Staff circulate annual giving email solicitation to entire student body
- E-solicitations resemble ones sent to young alumni
- Asks prepare students for life as supportive alumni

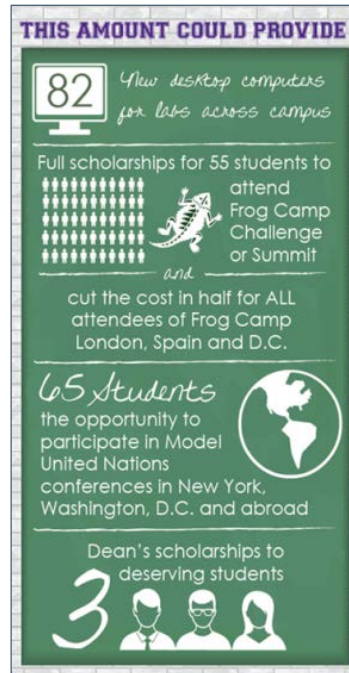
Emphasizing Impact at TCU

Lessons Learned from “Count Me In!”

Keys to Success
Align student giving with alumni giving strategies to create a continuous donor experience
Demonstrate impact by asking departments to share what the total amount raised each year could fund
Cultivate a group of knowledgeable, effective student volunteers who work on the campaign for several years before graduation
Develop approachable marketing materials that concisely lay out the case for gifts

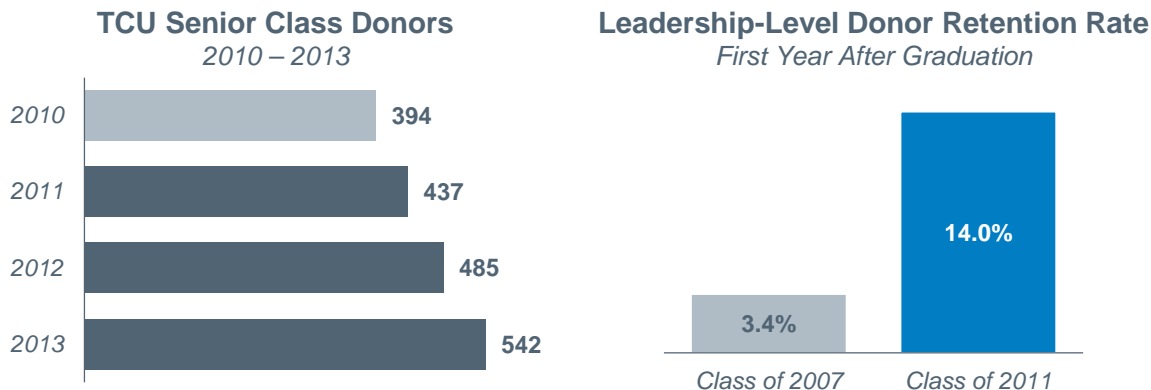


Thank-You Infographic



Bending the Curve on Participation

New Strategy Leads to Higher Retention and Larger Donor Base



Seamless Giving Experience from Student to Alumni

“Our program is basically identical to how these students are going to give as young alumni. It’s a seamless program for them. It’s an introduction to annual giving as it will continue to be for them.”

Harmonie Farrow
Texas Christian University

Broadening the Campaign

TCU Rolling Out All-Undergraduate Giving

'Count Me In!' Makes Giving at Leadership Levels Seem Manageable

\$5

first year
give



the cost of a grande, skinny vanilla latte

\$15

sophomore year
give



the cost of your late-night craving

\$25

junior year
give



the cost of the latest super hero DVD

\$50

senior year
give



the cost of this season's trendy accessory

“

Making the Ask Now

“I have captive future alumni on campus. Why would I wait until senior year to ask them? These are our future major donors. These are our future trustees. I want to get them started now.”

*Harmonie Farrow
Texas Christian University*

Incentivizing Continuous Giving

University of Delaware Ties Recognition to Post-Graduation Giving

Perfect Blue Hen

Automatically
inducted

Donors must continue giving every year



Benefits for Perfect Blue Hens

- Recognition in the President's Report on Philanthropy
- Invitation to exclusive donor event at homecoming
- Priority registration for popular campus events (*forthcoming*)



Benefits for the University

- Allows fundraisers to approach recent graduates as current donors
- Opens up stewardship opportunities that encourage annual giving



Passion-Driven Giving Increases Participation

EAB Recommendations

Key Components of Senior Giving Initiatives



Inspiring Projects

Students give to one or more funds on campus that move them



Staff Support

Dedicated student philanthropy staff provide direction and coordination



Student Leadership

Motivated student volunteers drive peer-to-peer giving



Data-Driven Asks

Senior donors are solicited for related funds and projects after graduation



Seamless Transition

Senior giving mirrors alumni giving to build sustainable donor habits



Continuous Giving

Seniors who continue to give as alumni receive special donor courtesies

Creating a Culture of Giving among Current Students

A Roadmap

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**Making Direct
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**Systematizing
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Creating a Continuum of Philanthropy

Undergraduate Giving Initiatives

Student Giving Campaign



Students develop giving habits before senior year through fundraising initiatives

Senior Giving Campaign



Students rally together to support a cause that they feel passionately about

Young Alumni Giving



Data on students' philanthropic passions informs outreach efforts for young alumni



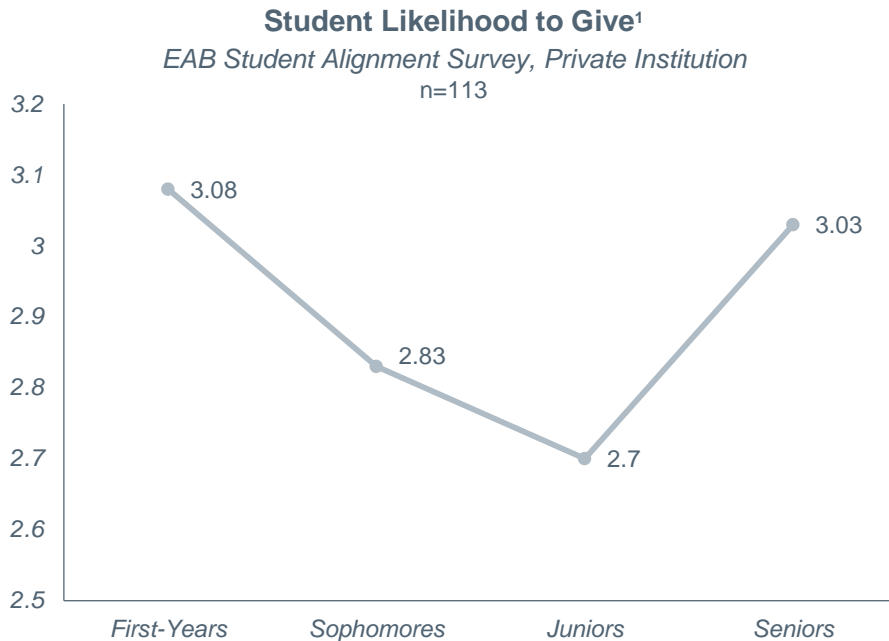
Leaving a Lasting Impression

“We’re hoping that going backwards from the senior gift and incorporating philanthropy into earlier years will leave a lasting impression on students. We want their senior gift to be their second or third gift.”

*Ben Rupp
Gettysburg College*

Willingness to Give from the Start

EAB Student Alignment Survey Reveals First-Years Are Most Likely to Give



1) Student responses evaluated on a six-point scale.

Student Awareness Is Growing, Now What?

Relying Solely on Education Initiatives Fails to Create a Habit of Giving

Positive Feedback for Student Philanthropy Events...



- Robust student attendance at Tag Day events
- Enthusiasm for thanking alumni and other donors
- Information about philanthropy distributed to students



...But Uncertainty Regarding Future Donations



- Students are not asked to give to the institution
- Students do not see themselves as donors
- Students do not identify with specific causes at the institution

“

Leaving a Lasting Impression

“Our Undergraduate Alumni Association doesn't seem to have impacted alumni giving behavior. They focus on traditions and t-shirts, giving stuff to students. They think that if they do that kind of thing broadly, somehow, magically, philanthropy will happen.”

*Vice President for Advancement
Public University*

“Does This Promote Giving?”

Student-Supported Fees Raise Aid Funds and Serve as a Starting Point

Prairie View A&M's Student Development Fee	
Fee amount	▪ \$10 per semester
Introduced	▪ Fall 2012
Approval process	▪ Proposed by administration and supported by student body
Opt out?	▪ During registration
Project(s) funded	▪ Endowed scholarship with \$90,000 released per year
Current status of funds	▪ In progress to reach \$2.2 million for the endowment

“

Searching for More Intentional Behaviors

“I wanted them to have an understanding about the actual initiative it takes to make a gift to something other than themselves. The fee isn't really philanthropy for me. This is why we went forward with student giving.”

*Nelson Bowman
Prairie View A&M University*

Coupling Registration with Philanthropic Ask

Florida State's Solicitation Focuses on Competitiveness

One Ask Per Term



- Run by FSU Student Foundation
- Pop-up window displayed after students sign into registration system
- \$10 Ask
- Donation added to student's account balance
- No obligation to contribute

Florida State University Course Registration Ask



Begin a Legacy of Giving Back

The Florida State University Student Foundation

The Student Foundation is a student-led fund-raising organization aimed at supporting student development initiatives at FSU. All gifts received will go to the Garnet & Gold Scholar Society, which encourages and expands opportunities in the areas of Leadership, Service, International Experiences, Internships and Research.

By clicking Yes, you will be making a \$10 tax-deductible gift to the Student Foundation.

YES

LATER

NO

“We’re Not Here to Do a Bake Sale”

The FSU Student Foundation Raises Tens of Thousands Each Year

Course Registration Donations Fund Multiple Campus Projects



- Garnet and Gold Scholar Society: recognizes students who have excelled in leadership, internship, service, international experience and research
- Honors housing for top academic students
- Undergraduate research
- Dean of Student’s food pantry
- Student veteran initiatives



Projects Focus on Tangible Student Impact

“We engage students beyond catchphrases to build an understanding of the importance and impact of private support. It’s a practical approach of education and participation to develop the next generation of donors to FSU.”

Jimmy Cole
Florida State University Foundation



\$60K

Raised each year
through registration

\$126.5K

Donated in 2012-2013
academic year

Engaging First-Year Students in Philanthropy

Prairie View A&M's "Stuff the Pig" Campaign

Campaign Capitalizes on Student Competitiveness



- Each first-year residence hall received a piggy bank
- Campaign focused on first-year residence halls to benefit from controlled environment and staff oversight

Community Advisers Serve as Development Liaisons



- Community Advisers (CA) promoted the campaign in their residence halls
- Students received updates from their CAs, who encouraged donations of any size and universal participation

Public Recognition Stewards Student Donors



- Development Office publicized results in the student newspaper
- T-shirts and a pizza party for the winning residence hall served as an educational and stewardship event



Starting on Philanthropy as Early as Possible

"We wanted to start with the freshman. By cultivating them now, we have three more years to continue that cultivation so that hopefully that will translate into continued and larger giving once they become alumni."

Nelson Bowman
Prairie View A&M University

Building a Foundation for Future Philanthropy

First-Year Donors Are Primed for Resolicitation

Next Steps for Stuff the Pig

- Input student donor information into the donor database
- Meet with sophomores in the fall to determine what to fund with money raised during their first year
- Craft solicitation for sophomores
- Begin Stuff the Pig campaign for Class of 2017

“

Teaching Students How to Be Supportive Alumni

“Everyone wants to build a culture of philanthropy. To me, alumni giving starts with students. It’s up to the institution to orchestrate philanthropic giving while students are on campus.”

*Nelson Bowman
Prairie View A&M University*



\$1,100

Raised through small donations from first-years

60%

Participation from the first-year class

800

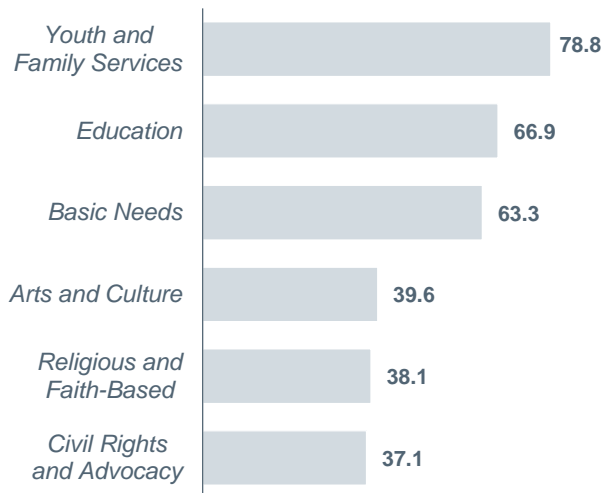
Students gave to the campaign

A Groundswell of Philanthropy Among Millennials

Students Direct Their Support to Causes Outside the Institution

Top Causes Supported by High-Net Worth Millennials¹

Johnson Center for Philanthropy
n=278



Robust Activity on Campus Benefiting External Organizations



American Cancer Society



Children's Miracle Network



The Sierra Club



Habitat for Humanity

1) Data represents the percentage of respondents who support a particular cause.

Mapping Student Interests to Campus Causes

Advancement Staff Can Proactively Demonstrate Options for Giving

The Giving Equivalency Matrix

“

Viewing the University as a Home for Causes

“I think our students do a lot of philanthropic things, but many of them aren't for the university. How do we convince them, if they're going to raise money for cancer, that we have a world-class cancer center that probably needs their dollars more than another cancer or medical research nonprofit?”

*Bill Mulvihill
University of Cincinnati*

Cause	External Organization	Campus Funds
Health	American Cancer Society	<ul style="list-style-type: none"> University Cancer Research Center School of Public Health
Basic Needs	Habitat for Humanity	<ul style="list-style-type: none"> School of Education Early Childhood Program Interdisciplinary research on poverty in Sub-Saharan Africa
Civil Rights and Advocacy	ACLU	<ul style="list-style-type: none"> Experiential education programs in local low-income areas
Environment and Animals	The Sierra Club	<ul style="list-style-type: none"> College Institute for the Environment Undergraduate research on climate change

Making the Most of the Matrix

Introducing Students to Giving Causes at Critical Junctures

Orientation Presentations



Share information about causes on campus with new students before they get involved with campus organizations

Student Organization Training



When student organizations apply for recognition, share information about campus areas they can help support

Fundraising Support Online



Post the matrix online and offer resources for finding relevant funds to which students can direct donations

Educational Events



Print out and circulate the matrix during student philanthropy events, such as Tag Day and Tuition Runs Out Day

Proactive Philanthropy Reallocation Initiatives

UC Irvine's UCImpact Guides Students to On-Campus Causes

UCImpact

"Officially launched in 2009, UCImpact is a student initiative funded by the UCI Alumni Association through a grant from the University of California Office of the President to provide avenues of involvement in philanthropic projects for students and student organizations.... **UCI students and student-led organizations already raise thousands of dollars each year. Unfortunately, most of those dollars do not support UCI programs and initiatives.**

UCImpact hopes to create awareness among students about the campus' highest fundraising priorities and encourage students to redirect their fundraising efforts."

*UCImpact
The University of California, Irvine*

Key Elements of UCImpact



- Housed within the UC Irvine Alumni Association
- Offers technical support to student leaders interested in fundraising
- Conducts fundraising training for student organizations
- Success measured by student participation instead of amount raised

Engaging Students in Supporting Campus Causes

Notable UCImpact Success Stories

UCI Care-a-Thon Support and Reallocation of Funds



- Redirect existing initiative to benefit university's hospital
- Build a personal fundraising page platform for Care-a-thon
- Assist in raising approximately \$80,000 for the university hospital over four years

Sigma Chi Fraternity Scholarship Endowment



- Help consolidate fraternity's philanthropic activities
- Assist fraternity members in setting goals for fundraising
- Provide technical support for creating a new endowed scholarship

Branded All-Student Campaigns

The Cutting Edge of Student Philanthropy

Notable Student Philanthropy Campaigns



Wake Forest University
1834 Student Campaign



University of California, Davis
We Are Aggie Pride



Texas Christian University
Count Me In



University of Connecticut
Ignite, Husky Drive



Kansas State University
K-State Proud

Common Elements of Branded Student Philanthropy Campaigns

	Identifiable logo
	Mission statement
	Dedicated professional staff adviser (full- or part-time)
	Regular events throughout the year
	Direct asks for donations from students
	Extensive training for student volunteers

Empowering Students to Crowdfund

University of Connecticut's Ignite Encourages Millennial Donations



Ignite Inspires Students and Young Alumni to Support Their Passion

“Ignite gives UConn students and young alumni the opportunity to follow, connect with, and support causes at the University of Connecticut that they are most passionate about. The competing groups keep all of the funds they raise in their UConn Foundation account, as well as my match, should they be one of the winners, and the University benefits from having an engaged alumni body that knows the great things that today’s students are doing.”

David Barton
The University of Connecticut Class of 1961

Campaign Rules and Regulations



- **Challenge Funding:**
\$10,000 for winner; \$2,500 for next six groups in number of eligible gifts
- **Eligible Donors:**
Current students and young alumni
- **Organization Eligibility Requirements:**
Faculty or staff sponsor; existing fund within Foundation
- **Student Organization Training:**
To be eligible for the competition, student organizations must receive training from Foundation staff

A Project for Everyone

Student Campaigns Resonate with a Variety of Alumni and Students

Sample Ignite Project: The BRIDGE Program

IGNITE!

- Find a Cause »
- General Donation »

ABOUT US

- Ignite FAQ'S »
- HuskyDrive »
- UConn Foundation »

THE BRIDGE PROGRAM

[Give Now](#)

277
DONATIONS RECEIVED

\$3,486
DOLLARS RAISED

PROGRESS 100%

The BRIDGE 2012 Class

The BRIDGE program is a five week summer program for underrepresented incoming freshmen accepted into the School of Engineering. These students take classes in CSE, Physics, Calculus, and Chemistry before arriving on campus for their first semester. It allows them to grow accustomed to the rigors of college level science and math courses while fostering friendships between those that attend. BRIDGE promotes a level of excellence for those who attend the program.

Additional Ignite Projects

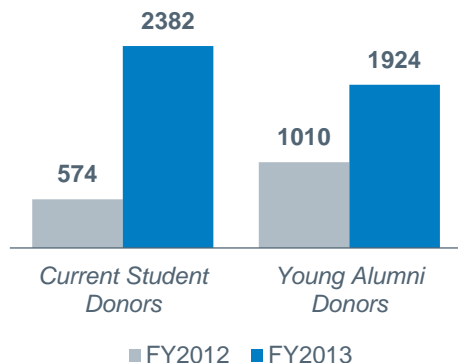
- Pharmacy Student Leaders Fund
- Community Outreach Alternative Break
- UConn Ski Team
- UConn Marching Band
- Husky Sport

Moving the Needle for Students and Young Alumni

Ignite Succeeds in Acquiring New Donors through Crowdfunding

Student and Young Alumni Donors

FY2012 – FY2013



“

Supporting What Matters to Them

"There is a perception that students and younger alumni don't think about philanthropy in their daily lives, but we've shown that when asked to support what matters to them, they are exceedingly generous."

John K. Martin

The University of Connecticut Foundation



2,197

Student and young alumni donors to Ignite

88%

New donors from eligible Ignite donor population

\$65K

Raised through UConn Ignite

K-State Proud: Students Helping Students

A Best-in-Class Student Giving Campaign at Kansas State University

From Good Idea to Powerful Student Initiative in a Single Year



Making an Impact on Hundreds of Students

In Seven Years, K-State Proud Becomes a Hallmark of Campus Life

Student Opportunity Award Recipients¹



“Going to school is hard, but having no idea where you’re going to live makes it even harder.”

Allison was displaced from her home when her apartment caught fire. She lost many belongings, but even worse, she was essentially homeless.



“I wouldn’t have the opportunity to be here if it wasn’t for K-State Proud”

“The Student Opportunity Award allowed me to take care of emergency situations, and if I had not received this award, I’d be going back home.”



Common Uses of Student Opportunity Awards

- Emergency living expenses
- Unexpected travel costs for family reasons
- Unforeseen personal expenses such as medical issues or job loss
- Tuition costs not covered by financial aid



\$650K

Raised in seven years

300

Student Opportunity Awards given

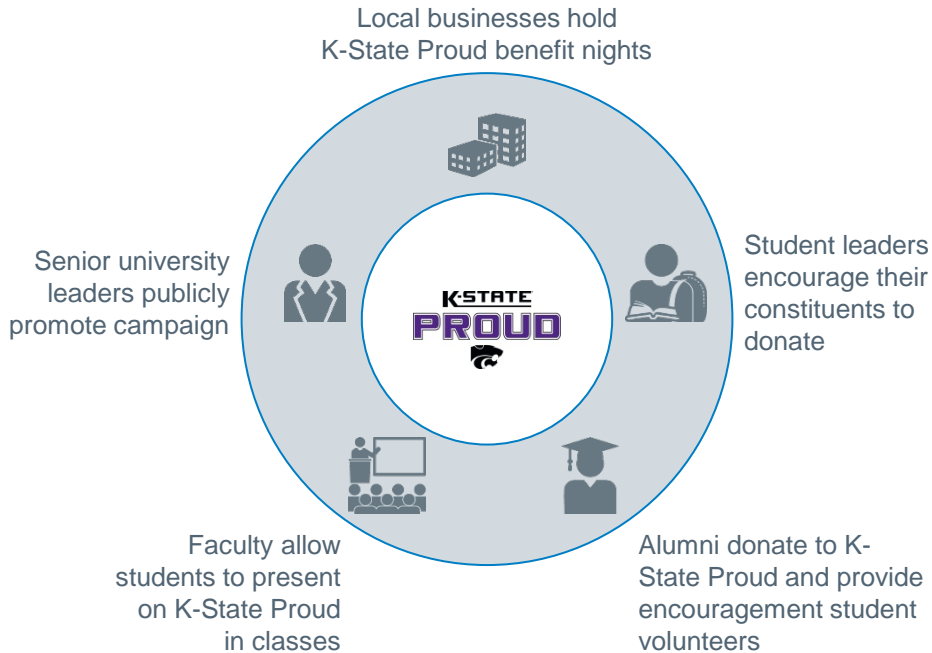
6,000

Students donate to K-State Proud annually

¹) Names and photographs have been altered to protect privacy.

Rallying for K-State Proud

Students, Administrators, and Local Leaders Lend Critical Support



Making It Work Year after Year

Student Leadership and Careful Planning Yield Consistent Success

K-State Proud's Annual Campaign Timeline



1) The major effort for solicitations lasts from February through March. However, the K-State Proud volunteers promote K-State Proud branding and impact throughout the entire academic year.

From K-State Proud to Annual Fund Donors

Leveraging Past Donations to Create Long-Term Supporters



Student Donors Fill Out Information Cards

Students fill out cards with personal, non-institutional contact information when they submit their donation



Phonathon Leverages Giving History for Ask

Student callers remind young alumni that they have a history of giving with K-State Proud



Alumni Encouraged to Donate to Annual Fund

Student callers encourage alumni to continue their history of giving with a gift to the annual fund



Positioning K-State Proud Student Donors as Continuous Supporters

“Donors to K-State Proud are considered continuous donors. Our phonathon callers tell them they are already donors. We use that donation as a bridge to let them know that their giving history includes K-State Proud.”

Mindy Weixelman
Kansas State University



Successful All-Undergraduate Giving Initiatives

EAB Recommendations

Key Campaign Components



Structured Annual Schedule

Clear guidelines for leadership selection, marketing, and campaign wrap-up



Logo and Branding

Recognizable logos and branding create a compelling campaign message



Student Leadership

Student-driven campaigns lead to more enthusiasm and reach



Direct Asks

All students are asked to donate during their time on campus



Senior Leadership and Community Support

Senior administrator and local business support increases campaign reach



Demonstrable Gift Impact

Create compelling stories to demonstrate impact of small donations

Creating a Culture of Giving among Current Students

A Roadmap

1



**From Senior Gift
to Senior Giving**

2



**Making Direct
Asks of All
Students**

3



**Systematizing
Student Data
Collection**

Difficult to Collect Student Affinity Data Centrally

Information Silos Abound Across Universities



Academic Affairs

- Faculty-advisor pairings
- Research assistants
- Honors College students



Student Affairs

- Student employment records
- Greek chapter members
- Service organization leaders



Athletics

- Varsity team rosters
- Club sports league organizers
- Student boosters



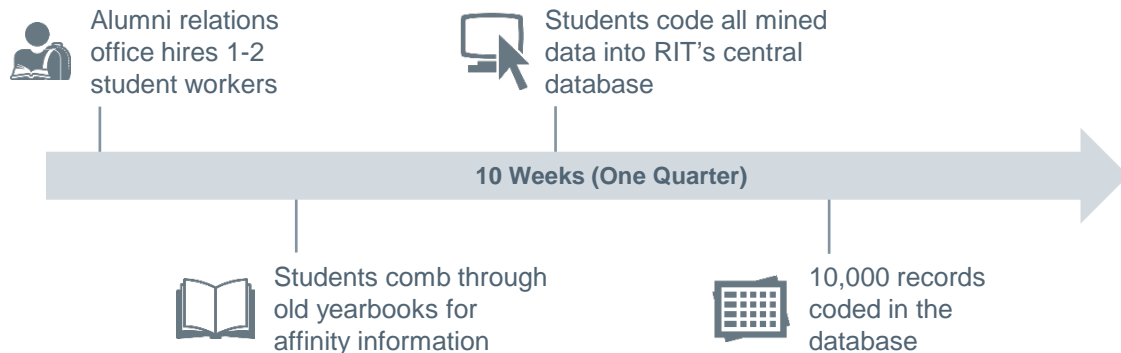
Protective of Their Relationships

“We have many staff members who have been at the institution more than ten years, and they have close connections with alumni.... But it can be difficult to collect and record this data. In particular, faculty members are incredibly protective of their alumni connections and don’t want us involved.”

*Vice President
Public University*

Collecting Data, Coding Alumni Records

Rochester Institute of Technology's Data Mining Success



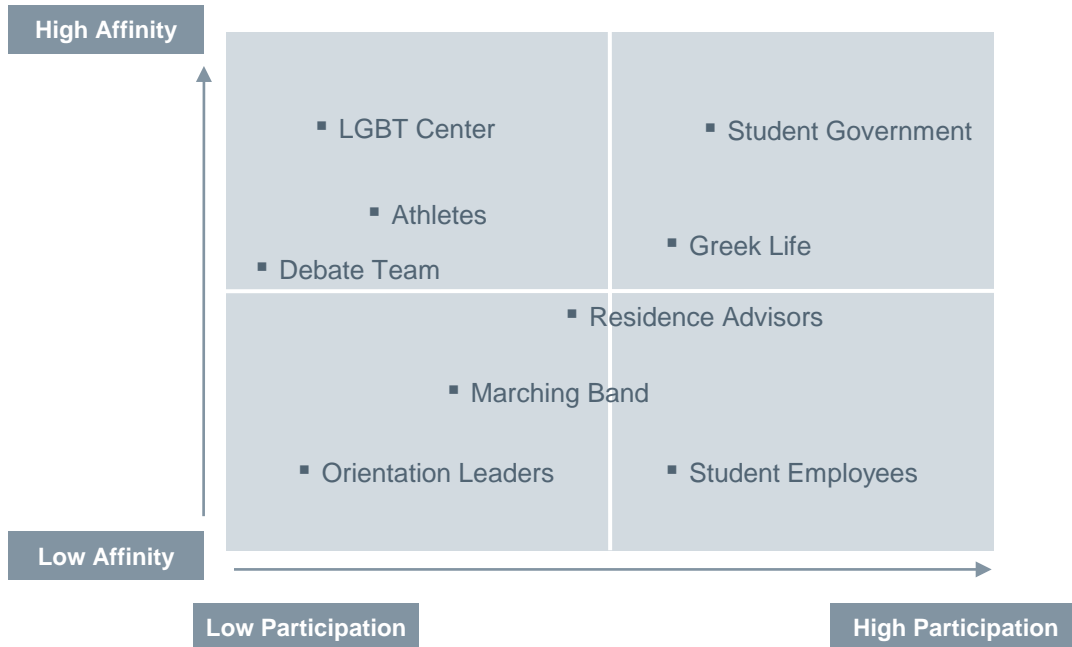
Additional Data Collection Strategies

- Social media scans
- Student organization roster collection
- Student leader incentives
- Advancement roadshows

Engaged Groups and Active Supporters

Target Data Mining Efforts Around Potentially Robust Donor Bases

Affinity and Participation by Student Organization



Opportunities to Collect Contact Information

Leverage Proximity to Gather Data While Students Are Still On Campus



Spring

- Senior gift campaign events
- Graduate school preparation boot camps



Graduation

- Contact update forms in commencement programs
- Graduation photographer requires contact information for official photo

Senior Year

Fall

- Barbecues and cookouts
- Career fairs



Senior Week

- Contact update required at cap and gown pick-up
- Farewell and graduation-themed events



Post-Graduation

- Congratulations phone calls to recent graduates to request updated information



Social Media Profiles

A Treasure Trove of Alumni Information



- Email address
- Employment information
- Professional interests
- Group affiliations



- Phone number
- Email address
- Geographical location
- Personal interests
- Employment information



- Social media contacts
- Personal and professional interests



Social Media Provides Valuable Information

“We may not have their address or phone number, but by golly, they are out there on social media.”

*Vice President
Private University*

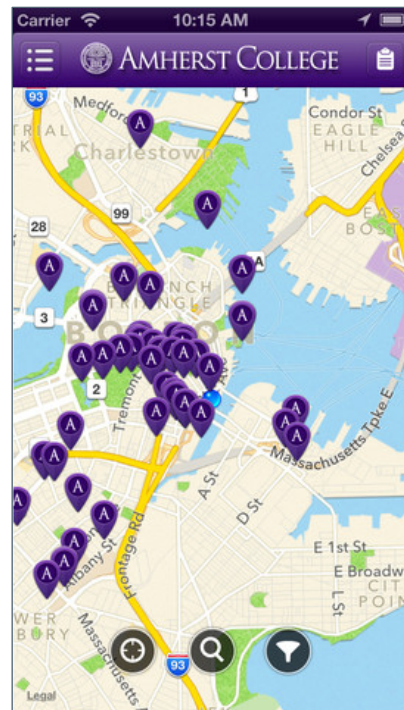
Mobile App Enhances Alumni Connections

EverTrue Connects Amherst's Alumni to Each Other and the Institution



Typical Use Scenario

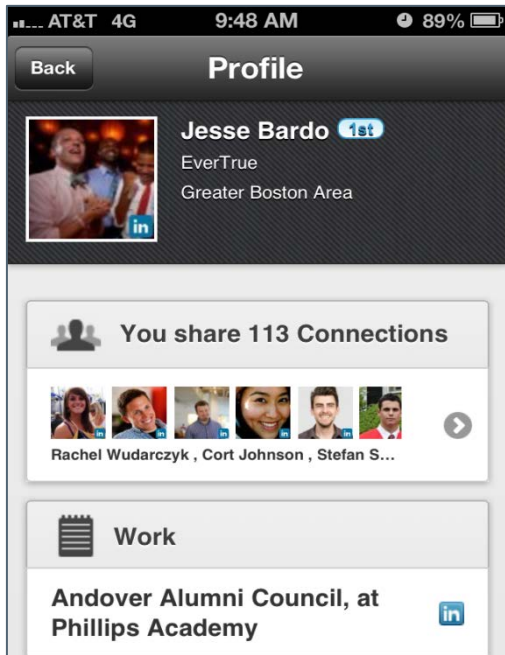
- 1 Institution advertises EverTrue app. The alumnus/a downloads the app, and it populates the alumnus/a's profile from with institutional and LinkedIn profile data
- 2 Alumnus/a uses app to search for connections based professional interests, name, and location
- 3 Based on LinkedIn and institutional data, app produces an interactive map¹ of alumni with pins where individuals live and work, enabling quick connections
- 4 Alumnus can also update their own profiles or connect with other alumni on LinkedIn



1) The map is not based on live geo-location data.

A Mobile Networking Platform for Alumni

Putting the Alumni Community in their Pocket



Key Profile Elements

- Address
- Email
- Graduation year
- Cell phone number
- Employment information
- Employment history
- Education information
- Social media accounts

“A Win-Win”

EverTrue Benefits Alumni and the Institution



Benefits to Alumni

- Stay connected with institution and fellow alumni
- Search for fellow alumni by name, industry, school, and class year
- Identify networking and job opportunities



Benefits to Institution

- Quick way to disseminate campus news and information to alumni
- Reliable source of updated donor data from LinkedIn and Facebook
- Soft touch for future fundraising appeals



Build Relationships with Future Donors Now

“If we can deliver value to a student either before he leaves campus or early in his career, if we can keep him connected to his community, he’ll be more inclined to give.”

*Brent Grinna
EverTrue*



Education
Advisory
Board

Advancement Forum

Creating a Culture of Giving Among Current Students