

Gift Impact Infographic Guide

Despite the small size of their gifts, students look to have a big impact through philanthropy. Advancement staff can accommodate this desire by developing an infographic illustrating the aggregate impact of student gifts. This guide will help staff collect information from campus units on how gifts are used, organize this information, use it to build an infographic, and distribute it to key campus constituents.

Step 1: Email Campus Units to Solicit Feedback

Dear [NAME],

I hope this message finds you well! We in [ADVANCEMENT OFFICE] are currently developing an infographic to demonstrate what the money our students raised last year can do for [INSTITUTION]. When you have a free moment, please reply to this email with what [DOLLARS RAISED] could fund within [UNIT NAME].

Here are some examples:

- [##] new books for the library
- [##] new computers in the engineering lab
- [##] study abroad stipends
- [##] dean's scholarships for deserving students

I look forward to hearing back from you about the impact our students' gifts can have on [UNIT NAME]. Thanks in advance for all your help!

Sincerely,

[SIGNER]

Gift Impact Infographic Guide (cont.)

Step 2: Organize Unit Feedback for Easy Reference

Unit Name	Projected Use of Funds

Gift Impact Infographic Guide (cont.)

Step 3: Distribute Infographic to Key Campus Constituents

Advancement staff should target distribution of the infographic to the following groups:

- Student leaders
- Units that submit information about potential gift impact
- Faculty members who interact frequently with students
- Student organization sponsors or advisors
- All students through on-campus mail and email

The infographic should be placed in the following locations to ensure maximum visibility:

- Student union
- Main quad
- Residence halls
- Off-campus locations with large populations of upperclassmen
- Student-facing offices
- Social media

It should also be used during the following occasions or events:

- Student organization presentations
- Alumni relations orientation sessions
- Recruitment sessions for student philanthropy groups