

Weekend Retreats for Millennial Volunteers

# Bring Home the GOLD

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Seth Goodspeed – Carleton College

# What is the Alumni Volunteer Weekend?

## ALUMNAE VOLUNTEER SUMMIT (AVS)

- Volunteer training weekend for any and all volunteers
- Held by Bryn Mawr Fund and Alumnae Association
- Network with alumnae from across the globe
- Hear from the President and the cabinet about BMC “behind the scenes”

## CARLETON ALUMNI VOLUNTEER EXPERIENCE (CAVE)

- Reunion Planning Weekend for 5<sup>th</sup>-55<sup>th</sup> Reunion Classes
- Close partnership with Alumni Relations Office
- Orientation for new alumni volunteers
- Reconnection with veteran volunteers
- Collaboration between reunion classes



# What is special for GOLD?

## BRYN MAWR

- All GOLD alumnae invited, including non-volunteers
- GOLD-only break-out sessions like “Fundraising 101”
- Brainstorming session for FY GOLD programming
- GOLD Committee meeting and report

## CARLETON

- General invitation to new and returning volunteers 2006-2014
- Orientation to Alumni Annual Fund
- Alumni Volunteer Panel discussion
- Goal setting and shared work time

# How do we Bring home the GOLD?

- Identification and Recruitment of GOLD Volunteers:
  - Student Leaders
  - Peer-to-peer engagement
  - Class-wide elections (BMC)
- 5<sup>th</sup> Reunion “Jumpstart” Meeting (Carleton)
- Travel Reimbursement
- Exclusive volunteer events (BMC)

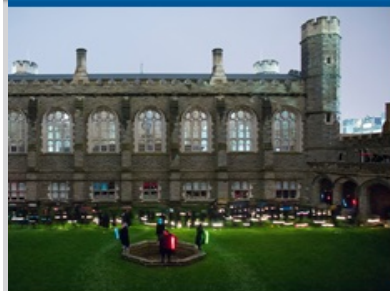
# **GOLD Annual Fund Toolbox**

# GOLD Competitions

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# GOLD Giving Month

- Month-long giving challenge in October to boost GOLD participation at the lowest levels.
- Started in FY13 with a goal of 360 donors; reached 423 in 20 days. FY14 goal: 375, reached 451.
- Competition between GOLD classes- the class with the most donors gets \$5,000 credited to their class.
- Built around a campus tradition, "Lantern Night."
- Volunteer-driven: spread through word-of-mouth and volunteer solicitation.



## THE BRYN MAWR FUND GOLD GIVING MONTH

12 Hours. It's the final countdown. And GOLD needs you.

Night is almost here. If GOLD can reach 379 donors by on October 27th, our generous challenger, Catherine Kaser '95, tribute:

5,000 to the class with the highest participation – right now the **class of 2006** is in the lead!

20,000 to GOLD's giving total for the year – if we get 122 more donors.

of \$20.09, \$20.10, \$25,000. It's an of sure the Class of 2006 we did when we

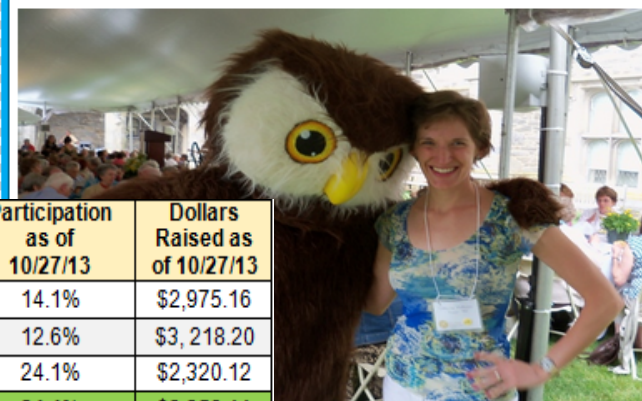
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th one click of the n s of 2017. Make yc [brynmawr.edu/makeag](http://brynmawr.edu/makeag)

Made y

GOLD Class	Donors as of 10/27/13	FY14 New and Returning Donors	Participation as of 10/27/13	Dollars Raised as of 10/27/13
2004	39	7	14.1%	\$2,975.16
2005	37	8	12.6%	\$3,218.20
2006	61	8	24.1%	\$2,320.12
<b>2007</b>	<b>72</b>	<b>17</b>	<b>24.4%</b>	<b>\$3,358.11</b>
2008	40	5	13.0%	\$3,323.65
2009	35	8	10.9%	\$1,055.03
2010	43	2	15.0%	\$1,575.40
2011	40	8	12.9%	\$1,478.24
2012	46	8	15.0%	\$2,035.32
2013	38	3	12.4%	\$902.65
<b>GOLD Totals</b>	<b>451</b>	<b>74</b>	<b>15.3%</b>	<b>\$22,241.88</b>

### A word from our challenger, Catherine Kaser '95




about participation.

tion to Bryn Mawr has been important t 95 Senior Class Gift. Given the econo t can be a discouraging time for memb you to rely on the pride you feel being Mawr degree signifies, as a touchstone

# Class Color Competition



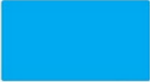

- Bryn Mawr's Class Color Competition started as a way to get last-minute donors in before the last week of the FY (May 31<sup>st</sup>).
- Open to all donors (alumnae and parents) w/ special GOLD segmentation that takes place the week leading up to college tradition of "May Day."
- GOLD accounts for 1/4 of all donors/dollars, and are the most competitive cohort online.



### Race 'Round the Maypole

The 2014 Class Color Challenge


Which class color is in the lead

	124 donors
	147 donors
	109 donors
	96 donors

#### Race 'Round the Maypole 2014 starts now!

You already made your gift to The Bryn Mawr Fund this year, and we thank you. Race 'Round the Maypole and an additional gift could mean victory for your class color.

Race 'Round the Maypole is a class color competition to reach the greatest number of Bryn Mawr Fund of May Day celebrations on May 4th.

**Priya Saxena**  
Yesterday at 14:11 · Washington, DC · 🌐


The May Day GOLD donor challenge is still going, folks! Here are the stats so far.


Dark Blue: 161  
Light Blue: 119  
Red: 138  
Green: 105

Light blue- let's get a move on!

Unlike · Comment

👍 You, Ivy Gray-Klein, Lee Wacker, Amani N. Chowdhury and 2 others like this.

**Heidi O'Malley** yikes on green. 😬  
20 hours ago · Like

**Amani N. Chowdhury** WOOP WOOP DARK BLUE!

the lead. Today, each class color begins with participatory gift.

#### Breaking News: \$50,000 is on the table!

er Nelson (Tulsa), from the Dark Blue class of 1958, is so confident that Dark she's issuing a challenge to all class colors. Tulsa will contribute an extra donor of the winning class color, even if it's not Dark Blue.

time to make sure your class color - %%Class Color%% - comes out on top. We nt you have already made to Bryn Mawr this year, and we hope you will take part i ditional gift.

000 for %%Class Color%%? Make a special Bryn Mawr Fund gift today at [www.b](#) e your gift by May Day, May 4th for it to count.

Stay up-to-date on which class color is in the lead. Visit [www.brynmawr.edu/giving/classcolo](#)

# 72-Hour Challenge

- Carleton's 72-Hour Challenge in 2013 addressed a growing need to broaden the tools available to GOLD Volunteers.
- This was the first challenge Carleton used between classes.
- The average participation growth for the three participating classes was 18% in one weekend.
- Tapped into Carleton's culture: community, irreverence, and tradition.

## 72-Hour Young Alum Challenge

Dear 2010, 2011 and 2012 alums,

**You did something incredible this weekend.** You made your gifts, rallying cry and 327 of you came together to raise \$17,940 for Carleton students in just 72 hours.

Dear 2010 Classmate,

The Alumni Annual Fund Board has issued a challenge to Carleton's youngest alumni classes: bring in as many dollars as we can in 72 hours to support today's students and the class with the highest participation gets an additional \$1,000.

Each class will also make a separate contribution to the Alumni Annual Fund Board for every gift of \$5 or more.

We would love your help. **Please consider making a gift between 12pm on May 3 and 3pm on May 6.**

With thanks,  
Alynn Frischer '10 & Chase Kimball '10

[www.carleton.edu/72hours](http://www.carleton.edu/72hours)

You're all winners in our hearts, we are excited to say: **2010s, Class of 2010!!!** With 112 of your classmates making the challenge, you edged past the Classes of 2012 (with 105 donors) and 2011 (with 105 donors) on your way to eternal glory (1000 class prize).

Thank you. We are grateful and we are impressed. Thank you.

Kleinheksel '03, Betsy Sylvester '06  
Nelson '09, and Kelly O'Brien '12  
on behalf of the Alumni Annual Fund Board

### THE TEAMS



#### 2010 (a.k.a Eat the Lawn)

**24 Hours: 19 classmates**  
**48 Hours: 43 classmates**  
**72 Hours: 112 classmates**  
([Meet your class volunteers!](#))



Eat the Lawn

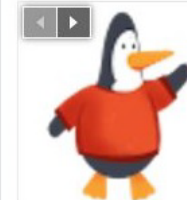


Engineers Without Borders



Sir Carl

Update Status Add Photos/Video

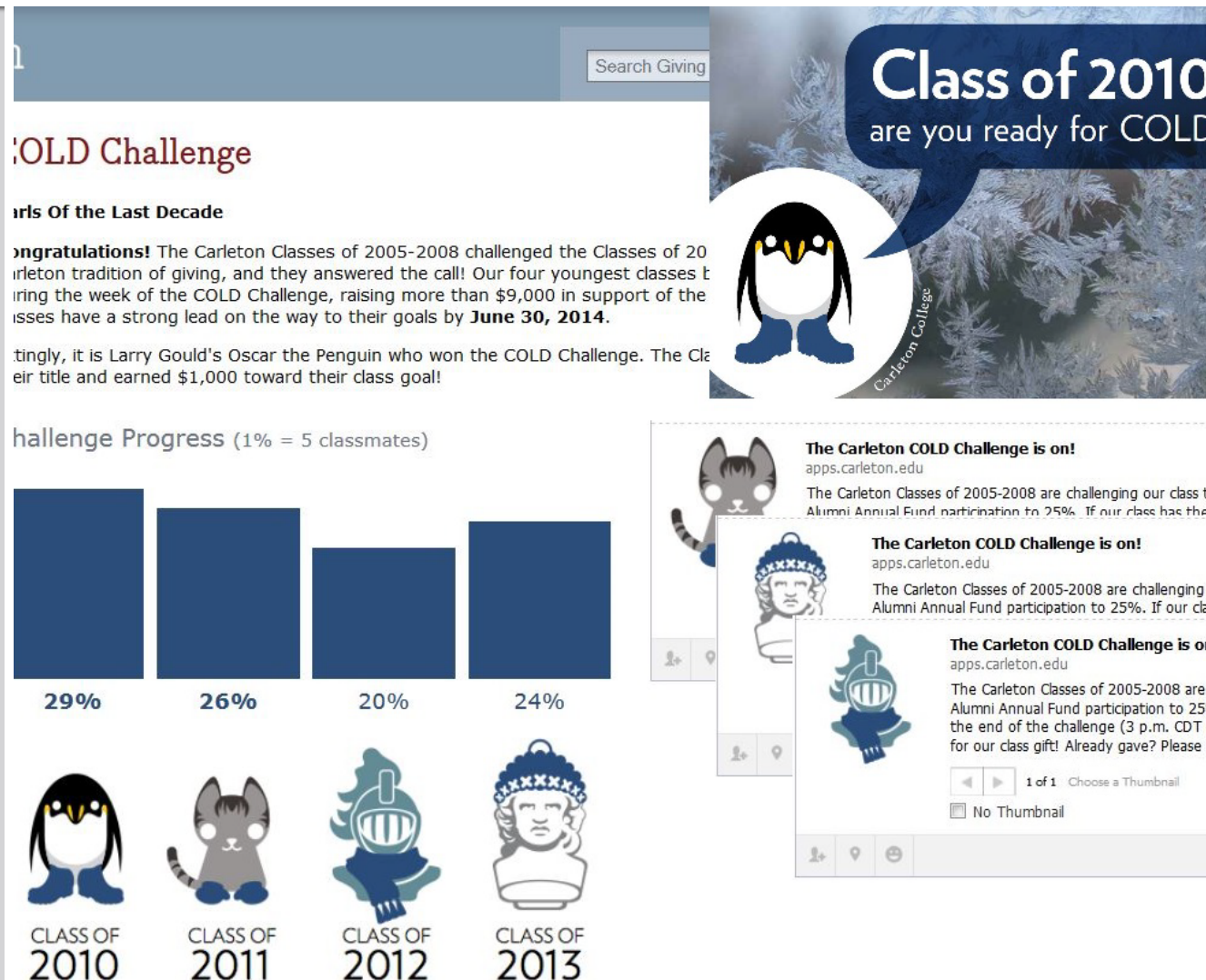


**72 Hour Young Alum Results!**  
This is how we did in 72 hours.

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# COLD Challenge

- Carleton's COLD Challenge is our first year of a new tradition
- Drew upon the success of the 72-Hour Challenge
- Tied in with Carleton's "Volunteer for Carleton" student week
- Expanded alumni participant community
- Align volunteer goals more closely with overall annual fund goals



# GOLD Giving Societies

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# The Slade Society

- Typically \$2,500, but for GOLD= \$100 x number of years post-graduation.
- 46 GOLD Slade donors in FY14 accounted for 42% of GOLD dollars, raising \$31,666.
- GOLD Slade members perks: reception at Reunion Weekend with the President, inclusion in Slade honor roll, invited to regional Slade events.
- Pros: new GOLD Slade levels boosted our leadership giving from the start
- Cons: \$1500 jump from 10 years out to 11 years out Slade

GOLD Slade (All Funds)	FY14	FY13	FY12
Donors	46	58	46
Dollars	\$31,666	\$40,267	\$27,152
Percent of total GOLD dollars*	42%	58%	43%

## The Slade Society GOLD Membership

Class Year	Years after Graduation*	Slade Society Membership	Monthly Payments, August 2014-May 2015 (10 months)**
2005	10	\$1,000	\$100
2006	9	\$900	\$90
2007	8	\$800	\$80
2008	7	\$700	\$70
2009	6	\$600	\$60
2010	5	\$500	\$50
2011	4	\$400	\$40
2012	3	\$300	\$30
2013	2	\$200	\$20
2014	1	\$100	\$10

# Social Media

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# Carleton Sharables

- Our first “official” sharable was used in for Fiscal Year End 2012
- Direct response to work habits of our GOLD volunteers
- Outlet for creativity and customized class messages



 **Class of 2004, Take home the Gold!**  
The Winter Olympics are upon us, but the world's athletes aren't the only ones competing this month. The Classes of 2004 and 2009 have

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 **Erin Lonoff**  
June 11, 2013

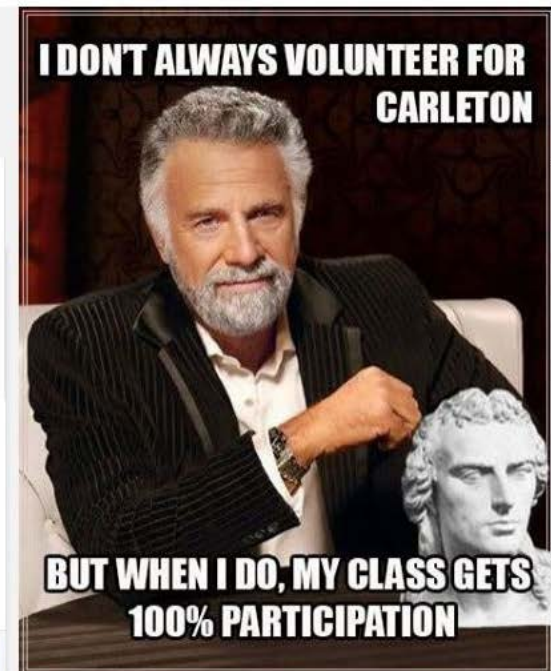
The Class of 2009 needs 112 more donors by June 30th to hit our goal of 100%. Please consider a gift today! <http://go.carleton.edu/CallingAll>

 **Check Out This One Weird Trick Alumni Do For Carleton Every**  
Today's good for us. How about you?

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 **Half Of All Carleton Alumni Have Something In Common—What It**  
It's incredible how many do this.

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 **Carleton Class of 2009**  
December 30, 2013

Hey! 2007!  
<https://apps.carleton.edu/g>

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Give here: <https://apps>

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Like · Comment · Share

# Challenges with GOLD Volunteers

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- Communication
- Motivation
- Retention & Recruitment

# Questions?