

**BUILDING A SUCCESSFUL
SENIOR CLASS GIFT
CAMPAIGN**

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BUILDING A SUCCESSFUL CAMPAIGN

- I. Student Philanthropy and Awareness: *Incremental Progress*
 - II. Forming a Successful Committee: *Strategic Structure*
 - III. Motivating the Committee: *Ownership and Accountability*
 - IV. Results: *Fruits of Success*
 - V. The Transition to Engaged Alumni: *A Lasting Legacy*
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STUDENT PHILANTHROPY

Formation of a Student Philanthropy Committee

- Cross-Divisional in Nature
- Student Representation from Sophomore through Senior Classes
- Served to Identify Traditions on Campus
- Created uniform Messaging for events, programming, and web content

STUDENT PHILANTHROPY AND TRADITIONS

Utilization of Events and Traditions

- Tapped into pre-existing traditions to promote philanthropy and instill loyalty to Gettysburg
- Buy-in from student groups and cross-divisional partners

Pipeline of Events from First Year to Graduation

- Incremental education
- Bridging the Gap between First Year and Senior Year



FORMING A SUCCESSFUL COMMITTEE

Junior Philanthropy Advisory Committee

- 10-15 volunteer members; 2 co-chairs
- Formed during Fall of Junior year
- Clearly established objective to support Senior Class fundraising efforts
- Present at SCGC meetings and events

FORMING A SUCCESSFUL COMMITTEE

Senior Class Co-Chair Selection

- Applications accepted in Spring of Junior Year
- Ideal balance of Greek-Non Greek, female-male, athlete-non athlete, etc.

Leadership Structure

- Communications and Outreach Officer
- Chief Athletics Liaison
- Chief Greek Liaison




FORMING A SUCCESSFUL COMMITTEE

Selecting a Cross Section of Campus

- Old Selection and Nomination process scrapped
- Representatives from student groups across campus asked to join committee
- Committee formed over Summer
- Representatives from every Greek organization, athletics team, and affinity group recruited
- Committee size went from 25 (old system) to 35

FORMING A SUCCESSFUL COMMITTEE

Committee Education and Training

- Fundraising did not begin immediately in Fall of Senior Year
 - Committee meetings featured training, educational portions, and group discussions about philanthropy
 - Committee members identified their ideal roles and solicitation groups
 - Development Staff, Senior Administrators, and President met with Committee to discuss goals, objectives, and strategies.
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MOTIVATING THE COMMITTEE

Organization of Affinity Groups

- Committee leadership organized senior class into affinity group categories based on sports, majors, and student organization
- 90% of seniors were paired with at least one identified affinity

“Prospect Pools”

- Committee members were assigned “prospect pools” based on their own affinities and recommendations
- Responsible for direct solicitation of affinity members

MOTIVATING THE COMMITTEE

Utilizing Technology


- Google Documents allowed a working spreadsheet of solicitations for the entire class
- Committee members noted conversations, gifts made, and refusals on a live, secure spreadsheet.

Accountability and Collaboration

- Working, shared document allowed for transparency and cooperation between committee members
- Meetings were conducted like professional staff Development meetings

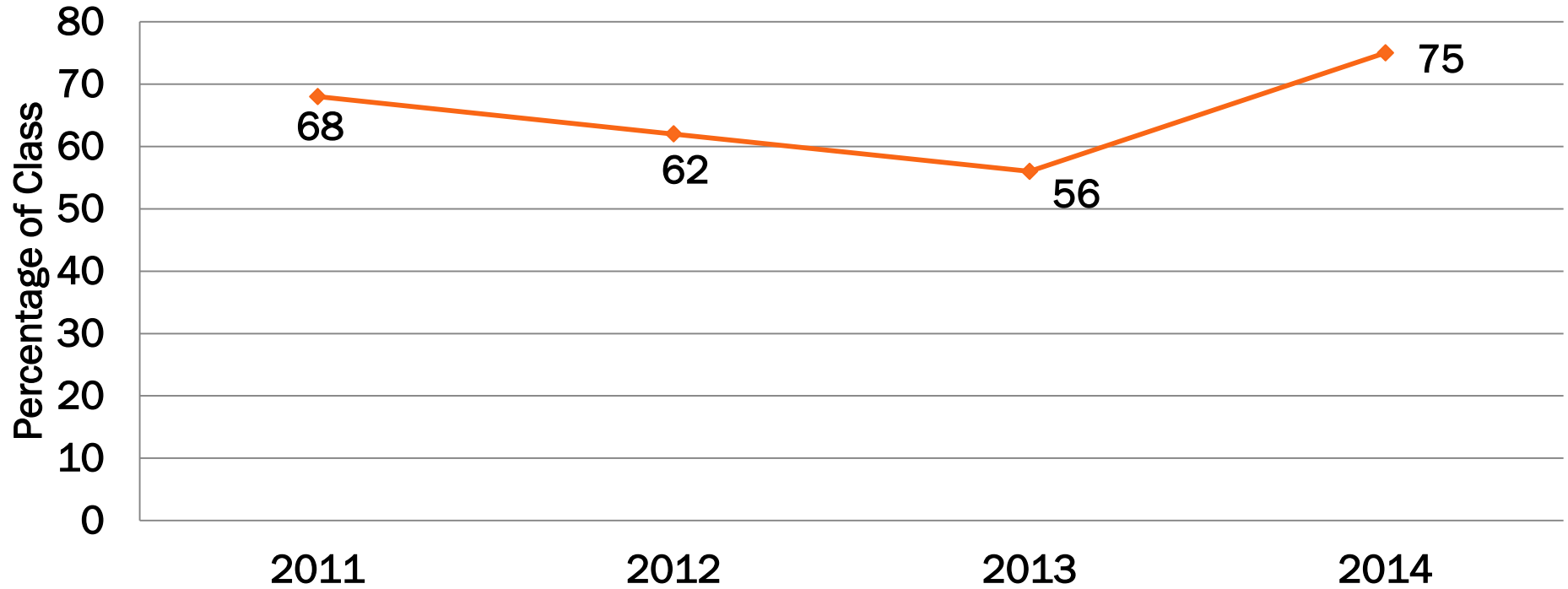
MOTIVATING THE COMMITTEE

Targeted Audiences and Trackable Success

- Affinity pools allowed for manageable groups and measurable success
 - Competition among committee members' affinities helped inspire concerted fundraising and awareness efforts
 - Targeted Audiences allowed for focused pushes toward 100% participation
 - Affinity breakdown facilitated micro-challenges (Greek week, athletics challenge, etc)
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RESULTS: SUCCESS

Senior Class Giving



RESULTS: SUCCESS

Benefits of Student Ownership

- Committee members saw Professional Development Opportunity
- Peer-to-Peer Solicitation more effective
- Their Goals, Their Groups, Their Success
- Led to a professionalization of committee structure and practices

TRANSITION TO ENGAGED ALUMNI

Recurring Giving

- Incentivized Recurring Payment Plan for Seniors
- Carried over to Fiscal Year 2015
- Prevent Drop-off from Giving Percentage
- Encourages more up-to-date contact information

TRANSITION TO ENGAGED ALUMNI

“Zero Year Reunion”

- Homecoming Weekend (Fall 2014)
- Welcome Back reception hosted by this year’s SCGC
- 2014 Co-Chairs will speak

Alumni Development Volunteers

- Standout members of SCGC began working and meeting with Young Alumni AG staff during Senior Spring
- Have been transitioned into volunteer and leadership roles for Young Alumni to continue good work



GOING FORWARD: KEY TAKEAWAYS

The Vital Elements

- Plant Seeds Early: Junior Class Committees and Student Philanthropy
- Actively Construct Gift Committee: Cross Section of Campus
- Professionalize: Sophisticated Solicitation Structure
- Give Ownership: Let students feel like Gift Officers
- Fluid Transition: Use Recurring Gift and early Alumni Events to make seamless transition

THANK YOU- QUESTIONS