Advancement Leaders Speak:
Student Philanthropy

Brian Gawor   Brian.Gawor@RuffaloNL.com

Vice President , Research

Questions?

Brian.Gawor@RuffaloNL.com

## Q2 - Please describe your institution:

1%

23%

15%

5%

56%
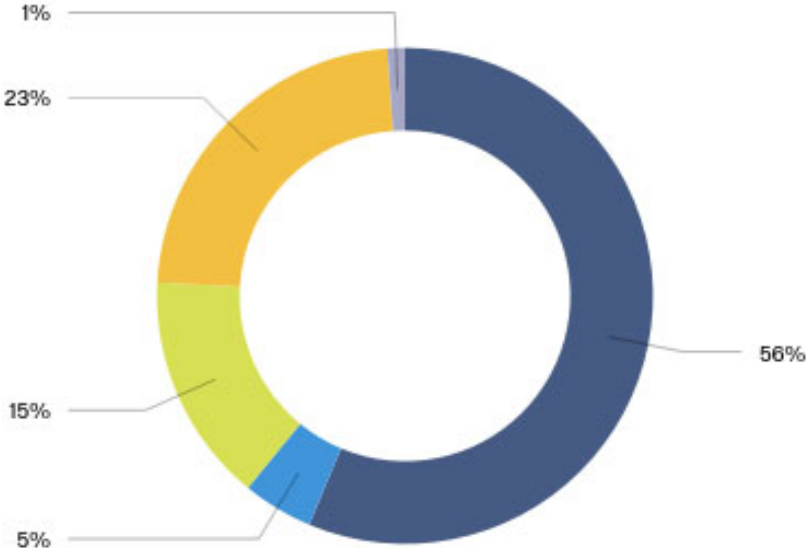
- Public college/university, over 5,000 enrollment
- Public college/university, under 5,000 enrollment
- Private college/university, over 5,000 enrollment
- Private college/university, under 5,000 enrollment
- Private secondary school or academy
- Other

Q2 - Please describe your institution:

#	Please describe your institution:	Percentage
1	Public college/university, over 5,000 enrollment	56%
2	Public college/university, under 5,000 enrollment	5%
3	Private college/university, over 5,000 enrollment	15%
4	Private college/university, under 5,000 enrollment	23%
5	Private secondary school or academy	1%
6	Other	0%
	Total	87

Q3 - Does your institution have a student philanthropy program of any type?
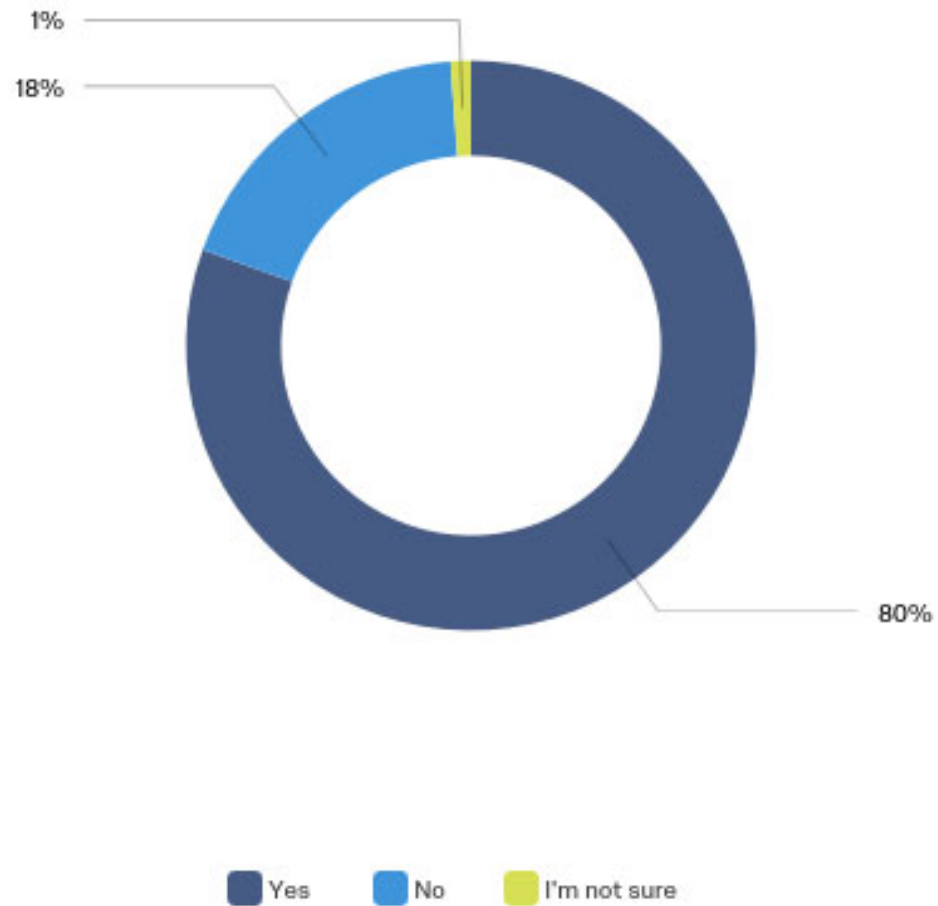
1%

18%

80%

Yes   No   I'm not sure

Q4 - Which of the following does your institution do?

#	Question	We do this now.	We want to do this.	We used to do this, but stopped.
11	Students writing thank you notes to donors	11%	1%	7%
9	A call center/engagement center or phonathon where students ask for gifts	11%	1%	10%
8	Student involvement in a giving day	9%	6%	0%
10	Student thank you calls to donors	9%	4%	13%
1	Student giving campaigns for the senior/graduating class	9%	4%	20%

Q4 - Which of the following does your institution do?

#	Question	We do this now.	We want to do this.	We used to do this, but stopped.
6	A philanthropy day	8%	6%	4%
3	Student organization/cause crowdfunding campaigns	8%	7%	1%
4	A club for student philanthropy sponsored by the Advancement/ Development or Student Affairs division	7%	9%	6%
12	Students producing thank you videos to donors	7%	9%	10%
2	Student giving campaigns outside the senior class	5%	14%	1%

Q4 - Which of the following does your institution do?

#	Question	We do this now.	We want to do this.	We used to do this, but stopped.
5	A club for student philanthropy which is a recognized student organization	5%	8%	7%
7	A philanthropy week	4%	10%	7%
13	A student member of the alumni or donor council	4%	8%	10%
14	Courses on campus that engage students in philanthropic activity and education	3%	13%	1%
	Total	650	342	69

Q4 - Which of the following does your institution do?
(Ranked by things that have stopped)

#	Question	We do this now.	We want to do this.	We used to do this, but stopped.
1	Student giving campaigns for the senior/graduating class	9%	4%	20%
10	Student thank you calls to donors	9%	4%	13%
9	A call center/engagement center or phonathon where students ask for gifts	11%	1%	10%
12	Students producing thank you videos to donors	7%	9%	10%
13	A student member of the alumni or donor council	4%	8%	10%

What we missed:

- Donor visits

- Student philanthropy month

- Student giving society

- Philanthropy education on campus outside the classroom

- Peer to peer student philanthropy

- Family breakfasts

- Greek org philanthropy

- Center for Student Philanthropy

Who helps in funding your student philanthropy activities? (Please check all that apply)

Category	Percentage
The Advancement/Development/Fundraising Division	95%
The Alumni Relations Division	44%
The Alumni Association	16%
Student Government	13%
The President or Provovst's Office	5%
A private donor	5%
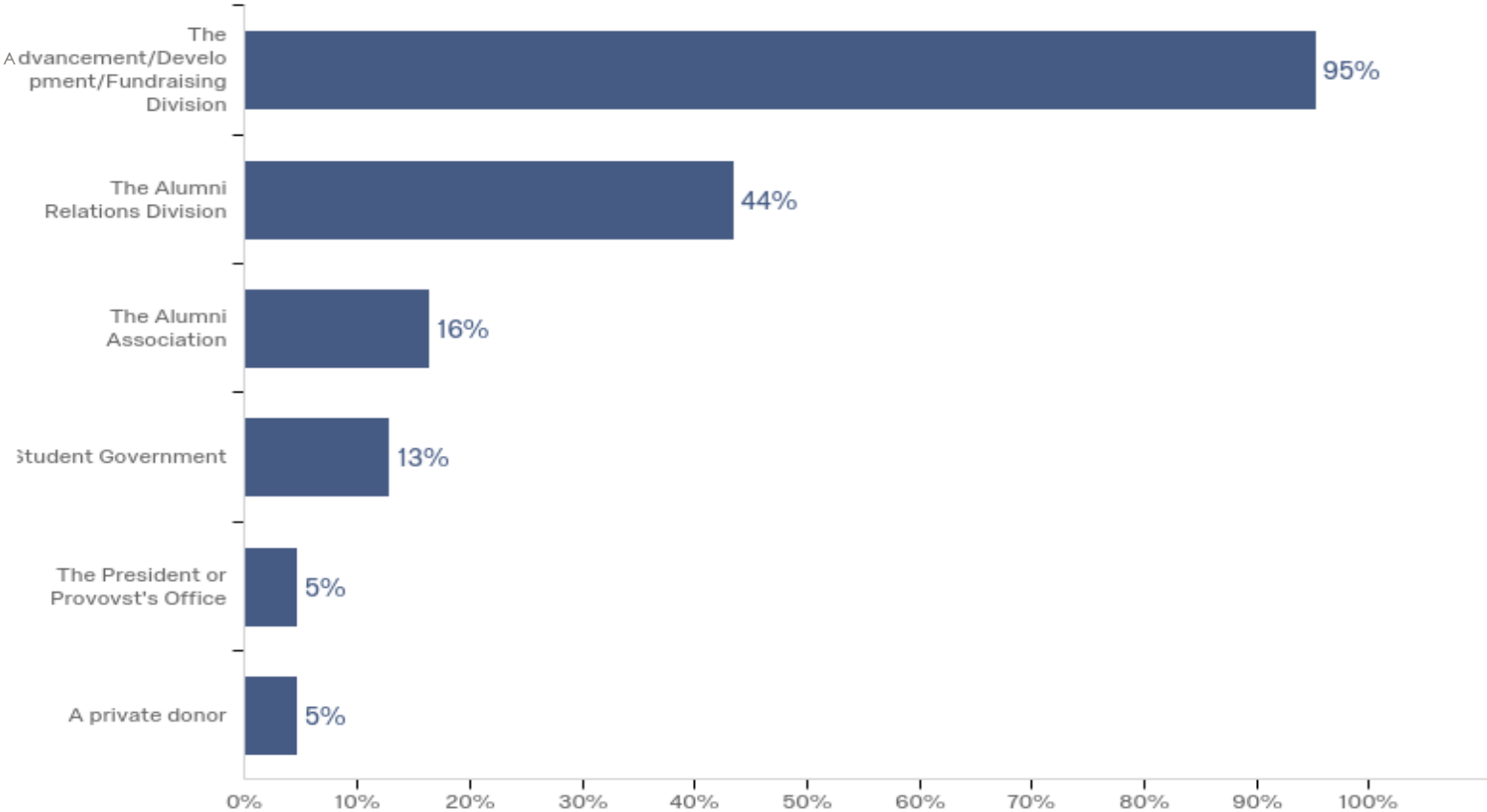
Describe your Student Philanthropy Organization

What I noticed:

- Student Philanthropy Council
- students taking the lead
- we are hiring!
- bundle with graduation
- give to anything
- giving day
- involve student organizations
- give out/sell an item

- Tripled senior gift in three years

- 81%

- 33 years

- "weak"

Q7 - Can you please describe your current student philanthropy program, briefly?

Can you please describe your current student philanthropy program, briefly?
weak
We've moved from "Class Gift Council" recently to "Student Philanthropy Council". Our primary goal has been making a club that clearly interests and benefits students. For example, students are encouraged to join as an opportunity to gain volunteer hours as a group, for leadership positions for their resumes, or for letters of recommendation. Our biggest involvement is with our annual giving day, during which time students pick a project to champion and to back. We've seen an increase in student giving from this student led, student geared approach. In the past the organization was more of a departmental arm, and it did not appeal to the students in the same way. We are hoping to do more events on campus this semester - not so much with the goal of raising money, but rather impressing the importance of fundraising on the students. We want them to appreciate donor gifts, and see this as a role they will move towards in the future.
We just do a senior class gift
We have an engagement center where students call donors and alumni asking for donations, participation in alumni events, etc. They also help with stewardship through ThankView videos, thank you calls and handwritten notes. We also have a student philanthropy council. This is a student club sponsored by our division with some staff devoted to being their liaison. They fundraiser for a scholarship and we are looking to expand their role in giving day and crowdfunding. This coming year we will be hiring our first ever student giving coordinator, a new FTE position.

Q7 - Can you please describe your current student philanthropy program, briefly?

Can you please describe your current student philanthropy program, briefly?
We have a student philanthopy/alumni organization called IMPACT Board funded through Advancement and Alumni Relations with co-advisors. They conduct annual activities including a week long philanthropy week in fall and a day event in spring. They also volunteer at donor events and giving day. We have an active phonathon that does fundraising and stewardship calls. We partner with Student Affairs and advise on all student organization fundraising activities including crowdfunding, and put on two educational events per year for student orgs.
We have a senior class gift that has only been ran for a couple years and has been sponsored more by students than advancement.
We have a class gift managed by our annual giving team where graduating (undergrad and graduate) students can give to anywhere on campus. There is a component we partner with our alumni association and bookstore to offer a grad bundle with regalia, 1 year sustaining membership, and $5 class gift. We are also merging our alumni association aaa group and foundation ambassadors to create a super honorary student group.
We have a Student Philanthropy Council that encompasses representatives from all classes. Once or twice a term we have a Lunch with Leaders and this is an opportunity for staff members in Advancement to meet with the students and share what they do here at the College. Our goal is to teach what philanthropy is and how it impacts the College.   The Council sets the Student Gift fundraising and participation goal for the year; they manage one or two fundraising events, direct tabling where they ask for donations, and they help educate their peers on what philanthropy is and it's impact at the College.

Q7 - Can you please describe your current student philanthropy program, briefly?

Can you please describe your current student philanthropy program, briefly?
We have a Student Giving Committee that is run by University Advancement. We focus on campaigns/giving days in the fall and personal outreach for the Senior Class Gift in the spring once student volunteers are trained and comfortable with asking.
We ended our senior gift program and are starting new this year. We will focus on getting RSOs excited about our giving day by allowing them to fundraise (they will have to apply and we will provide trainings). We also plan to incorporate ThankView into our program and students will be instrumental in filming those videos. From an education standpoint, we had our inaugural year of a philanthropy week last year and plan to continue with that.
We currently operate a senior gift campaign headed by a senior giving council, a Tag Day to educate students regarding sites on campus donors made possible, and a we have a huge campus presence with multiple events for students on our annual giving day. We recruit students to assist with both giving day and Tag Day, and contribute to funding one of the Senior Week events. We hold multiple senior events throughout the year, with a portion of the registration fee serving as a donation to the senior gift program. Senior donors receive a special cord to wear at commencement, and we run a commerce campaign featuring an exclusive senior piece of apparel.
We are planning to launch a Student Philanthropy Council this fall. We'll provide targeted philanthropy education to council members, and the members will create giving campaigns that include education and outreach for the larger student body.

Q7 - Can you please describe your current student philanthropy program, briefly?

Can you please describe your current student philanthropy program, briefly?
We are a Student Foundation that has historicaly operated more like a Student Alumni Association. We do not currenlty do any of our own fundraising, but are invested in educating the student body on philanthropy and giving of time, talend and treasure.
University of Michigan's Office of University Development is home to Student Philanthropy, underneath the Annual Giving team. They engage students for Giving Blueday (our day of giving) and coordinate Hail Yeah! (the student day of thanks). At Michigan Ross (the business school) we have Ross Fellows, our student philanthropy board, and we have a class gift campaign each spring since 1980. Go blue!
Two main efforts: (1) A student crowdfunding campaign focused on student clubs. We had more than 80 clubs participate last year to raise money for themselves and compete for prizes. (2) a charitable gift included as part of a senior week package. Typically we pick a single fund for students to give to at a flat rate ($5 or $10). This year, we selected UVM internship fund.
The graduating class are asked to contribute towards scholarships, campus development, teaching and research, student experience or the greatest need fund. Some years, the student ambassadors' group work with our team to decide on a specific area/project to fund.
The Student Alumni Association (SAA) is a student group focused on connecting students with alumni, promoting student engagement and school spirit and instilling the value of philanthropy among the campus community.

Q7 - Can you please describe your current student philanthropy program, briefly?

Can you please describe your current student philanthropy program, briefly?
The Philanthropy Education Council is under Marketing & Annual Giving here. It's intentionally kept small and is impactful. The group, led by a graduate assistant and a student worker, is responsible for leading the student component of our giving day. They also plan and execute the university's thank a donor day and the VIP donor/student reception held that evening. Throughout the year they have a presence on campus to raise awareness of the impact philanthropy has at the university.
The Impact Project invites all student to buy a branded product, last year it was a cap, and the student group that development oversees determines the use of the proceeds on our campus. Last year, it was used to support our sustainability effort on campus. This coming year, it will sell knitted hats that will support the mental health clinic on our campus.
Student philanthropy is mainly handled through the Annual Giving Programs team that oversees the newly-formed University of Texas Student Foundation as well as the two main student campaigns each year. Ultimately, the Student Foundation will take over all student philanthropy activities once it has matured.
Student philanthropy at the University of Georgia encourages students to make a $20 donation to be a part of the Student Alumni Association. There are special involvement opportunities like a welcome gift, professional opportunities with alumni and administration, spirit activities and traditional alumni activities. Students in their senior year may be a part of the Senior Signature recognition - The Senior Class Gift. Donors are recognized on a bronze plaque in our campus activities center area. It is installed annually just before May graduation. Student Alumni Council members - select group of students who interview as

Q7 - Can you please describe your current student philanthropy program, briefly?

Can you please describe your current student philanthropy program, briefly?
Student Philanthropy Initiative Student Members of the Alumni Association will also serve on the Student Philanthropy Initiative Committee. They are tasked with educating students on the importance of giving during their academic career, raising funds for the Class Gift scholarship, service projects, creating philanthropic traditions, and hosting student life activities that build school spirit throughout the university. Students and alumni are encouraged to donate their time, talent, and treasure to NEIU. By instilling a sense of philanthropy in our students, we will create lifelong philanthropists.
Student Philanthropy Council is our student fundraisers that educate their peers on the importance of giving back to the institution. They fundraise for student scholarships, our free bike-sharing program, and assist during giving day.
Student Alumni Board sponsors Get the Scoop, create print material to explain philanthropy, endowments and capital campaign to handout to student population while serving ice cream. Also use the opportunity to recruit for future members. Another event by the SAB is Grateful Day Raven, modeled around tuition stoppage day to write thank you notes to donors. Prior to event, SAB hang building tags around campus with cost of operating the buildings, table tents placed in dining hall detailing how donations sustain the college.
Student Alumni Association works with campus spirit and traditions and plans philanthropy education events throughout the year

Q7 - Can you please describe your current student philanthropy program, briefly?

Can you please describe your current student philanthropy program, briefly?
Seton Hall's Student Alumni Association is a group of 35 students who work to foster relationships between students and alumni, educate students about the benefits of a lifelong relationship with the University and build school spirit
Senior Class Gift Campaign: Team of 4 student employees and 30 senior volunteers. Primarily an education campaign that begins in February and runs through June. Focus is on participation and making a meaningful gift to support key areas on campus and financial aid. Phonathon: Traditional Call Center model-- Students are trained on the important of the Alumni Fund (Annual Fund). Solicit alumni during Fall and Spring campaigns. Giving Day: Team of student volunteers help organize campus tabling events. Serves as educational tool for underclassmen not involved in the Senior Class Gift Campaign.
Our student philanthropy program is made up of a paid internship program, an on-campus resource center in the student center which includes a library of resources and ongoing programming, and an application-only student organization that puts on programming called the Student Philanthropy Board.
Our student philanthropy program is a part of our student alumni association: Association of Future Alumni. This is a group of 50 students who went through an application and interview

Q7 - Can you please describe your current student philanthropy program, briefly?

Can you please describe your current student philanthropy program, briefly?
Our student philanthropy organization is a registered student organization on campus but it is funded by the Office of Annual Giving within the division of University Advancement. The students within the organization help promote a culture of philanthropy and education to the campus community. They plan and execute two signature events a year which are "Georgia Southern's Birthday" and "For the Love of Blue". "Georgia Southen's Birthday" is an educational campus-wide event and "For the Love of Blue" is a student giving campaign targeting the entire student body. The organization also puts on smaller events throughout the year that are intended to educate the student body on the importance of philanthropy.
Our student giving campaign, while heavily focused on seniors in it's beginning stages, is focused on engaging and educating students in a way that leads to renewable gifts. Our program is 3 years old. Year 1: 789 student donors. Year 2: 1405. Year 3: 2195.
Our student alumni association hosts Day of Giving once a year, annual giving hosts various giving campaigns/challenges, as well as phonathons and other student initiatives to thank our donors. There is no student org focused primarily on giving, except the Senior Class Gift.
Our program strives to increase philanthropic awareness and giving opportunities available to Tufts students and alumni. We want students to understand the gift allocations that exist and support the causes that mean the most to them.

Q7 - Can you please describe your current student philanthropy program, briefly?

Can you please describe your current student philanthropy program, briefly?
Our group functions as an arm of Advancement- Alumni and Development for our institution. The mission is to bridge the gap between students and alumni as well as educate the campus on the importance of philanthropy. They attend alumni events and VIP donor events as much as possible/as needed and put on their own events.
Our current student philanthropy program consists of educating students about the importance of philanthropy at New Student Orientation, holding an educational table focused on philanthropy on campus every so often, gaining support from Student Senate to spread the word about giving back, and asking students to support their fellow peers by supporting the Student Emergency Fund. We are in the process of creating a structured program with more opportunities for students.
Our Student Philanthropy Council is a student-run interest group on-campus that is advised by a member of our Annual Giving department. The group creates programming throughout the academic year that promotes a culture of philanthropy on-campus. The Annual Giving office also hires student tablers that table on campus collecting donations for the university and acting on behalf of the Student Philanthropy Council.
Our Student Foundation has been an organization for 33 years, and has been the primary driver of our student philanthropy program. In recent years, our Student Alumni Association has also had a big role in promoting philanthropy. Here is how our program works: Students donate $10 to join SAA, and $5 goes to our "Gift to Tech" which is a large campus project students vote on, and $5 goes to our GTSF endowment, which is currently at 1.5 million. The GTSF Investments Committee grows the endowment, and then allocates 5% a year (usually around

Q7 - Can you please describe your current student philanthropy program, briefly?

Can you please describe your current student philanthropy program, briefly?
Our 35 member group begins to talk to the students about giving back during orientation and continue to do so throughout the 4 years a students is on campus. We work with groups across campus to target our messages throughout the semester. This year 27% of our student body made a gift and 81% of our seniors.
Old, antiquated senior class gift. It was previously a 6-week campaign that has been expanded to the majority of the school year. Five leaders and a group of volunteers that range from 30-50.
Multi-fold and not integrated, but all under Annual giving: paid student fundraisers (calling and other engagement), paid Student Philanthropy Liaisons (crowdfunding coordinators, day of giving) and volunteer students through University Ambassador organization (support day of giving, philanthropy outreach to campus, represent on alumni assoc. board)
Mostly education and volunteerism. We have a very difficult time converting students from education to action.
Mission: The Oakland University Student Philanthropy Committee seeks to improve the future of Oakland University by raising awareness and appreciation among students about the importance of philanthropy. Goal: The Student Philanthropy Committee will work with the Oakland University Annual

Q7 - Can you please describe your current student philanthropy program, briefly?

Can you please describe your current student philanthropy program, briefly?
Just conceived.
Focus on involvement and education and a soft ask for senior class gift.
Currently, we have a student phonathon program, but I am actively working to expand it into a student engagement center that plays a more active role in the entire donor cycle, from engaging and reaching out to alumni, parents, and donors to let them know about upcoming events/initiatives to solicitation to a more expanded stewardship model. Currently, our students play an active role in Giving Day, with campus events, thank you cards, student calling. We are also working to expand our senior gift, which is quite small at this time and does not have many opportunities for students to give or get involved. I'm working with Student Activities to form a student philanthropy council that would address senior giving, as well as Giving Day and other year-round philanthropic initiatives for students.
Currently, we are incorporating more student philanthropy events and student philanthropy traditions that will encourage students to continue their giving once they become an alumni.
Currently, our student philanthropy program needs traction to get more members and attention from other students. We want to make the program, as well as our Phonathon program, one of the " hot areas" on campus to be a part of. We have a small group surrounding our philanthropy program now, but we are looking to grow and expand that as much as possible.

Q7 - Can you please describe your current student philanthropy program, briefly?

| Can you please describe your current student philanthropy program, briefly? |
|---|
| Currently we only have a Senior Class Gift committee that has gone through several iterations in the past few years, mainly due to staff turnover. Our annual fund team is trying to solidify and improve student philanthropy now that some staff resources had been allocated to that initiative. |
| Currently we have a very new senior giving campaign, utilize crowdfunding and a phoneathon program for our students, program a Thanks Day and have student giving in our giving day. |
| Currently it is ran by interns in the annual giving department. With annual turnover, it is hard to keep a program consistent. Each semester we have awareness campaigns with the option to donate. These are typically underwritten by corporate donors. We also advertise #GivingTuesday to the students to build a philanthropic mindset. |
| Current student philanthropy education is minimal, although we would like to grow it. We have looked into starting a new organization for student philanthropy education, or simply including it as part of the already-existing Student Alumni Association. |
| Creating. |
| Class Officers, Ring Committee, Senior Class Giving Committee, and the Student Alumni Associates (SAA) partner and collaborate to program for an impact week/thank a donor event in the spring. We are working to develop a cohesive brand to more clearly tie in the activities of these groups to increase awareness and education. |

Q7 - Can you please describe your current student philanthropy program, briefly?

Can you please describe your current student philanthropy program, briefly?
Annual campaign to support student-related accounts and activities
7 students on an exec board to run educational, philanthropic, and stewardship events.

Program names
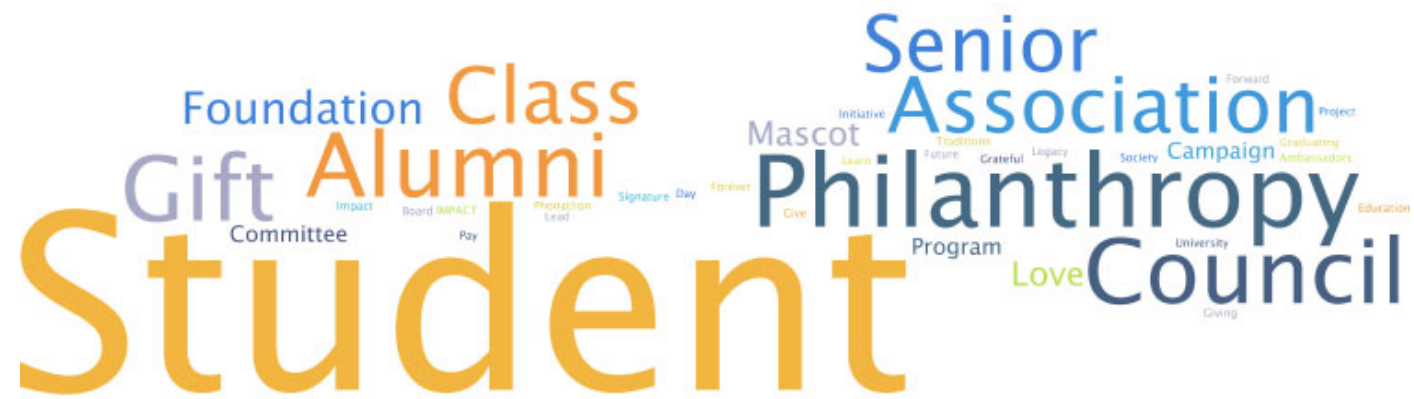
Does your program have a specific name or brand? If so, what is it called?

Does your program have a specific name or brand? If so, what is it called?
senior class gift
Yes we have a logo. Student Philanthropy Council
We are in the process of formalizing the branding- "Hokie Traditions" is the working title
UCF Class Gift Campaign, 1963 Society,
Tufts Student Giving
The program does not, but a lot of what we do runs through our Student Alumni Association which is branded as such.
The University of Texas at Austin Student Foundation
The Senior Legacy Program
The Impact Project
Student foundation

Does your program have a specific name or brand? If so, what is it called?

Does your program have a specific name or brand? If so, what is it called?
Student Phonathon Program - looking to update name with updated mission and vision
Student Philanthropy Initiative
Student Philanthropy Council (SPC)
Student Philanthropy Council
Student Philanthropy Council
Student Philanthropy Committee
Student IMPACT Board (they chose the acronym standing for involvement, motivation, philanthropy, action, community and tradition)
Student Ambassadors
Student Alumni Association
Student Alumni Association
Student Alumni Association

Does your program have a specific name or brand? If so, what is it called?

Does your program have a specific name or brand? If so, what is it called?
Senior Gift
Senior Class Gift Committee
Senior Class Gift Campaign (SCGC)
Senior Class Gift
SPC (Student Philanthropy Council)
SAA Student Alumni Association
SAA ... Student Alumni Association | SAC ... Student Alumni Council | Senior Signature
Philanthropy Education Council
Pay It Forward

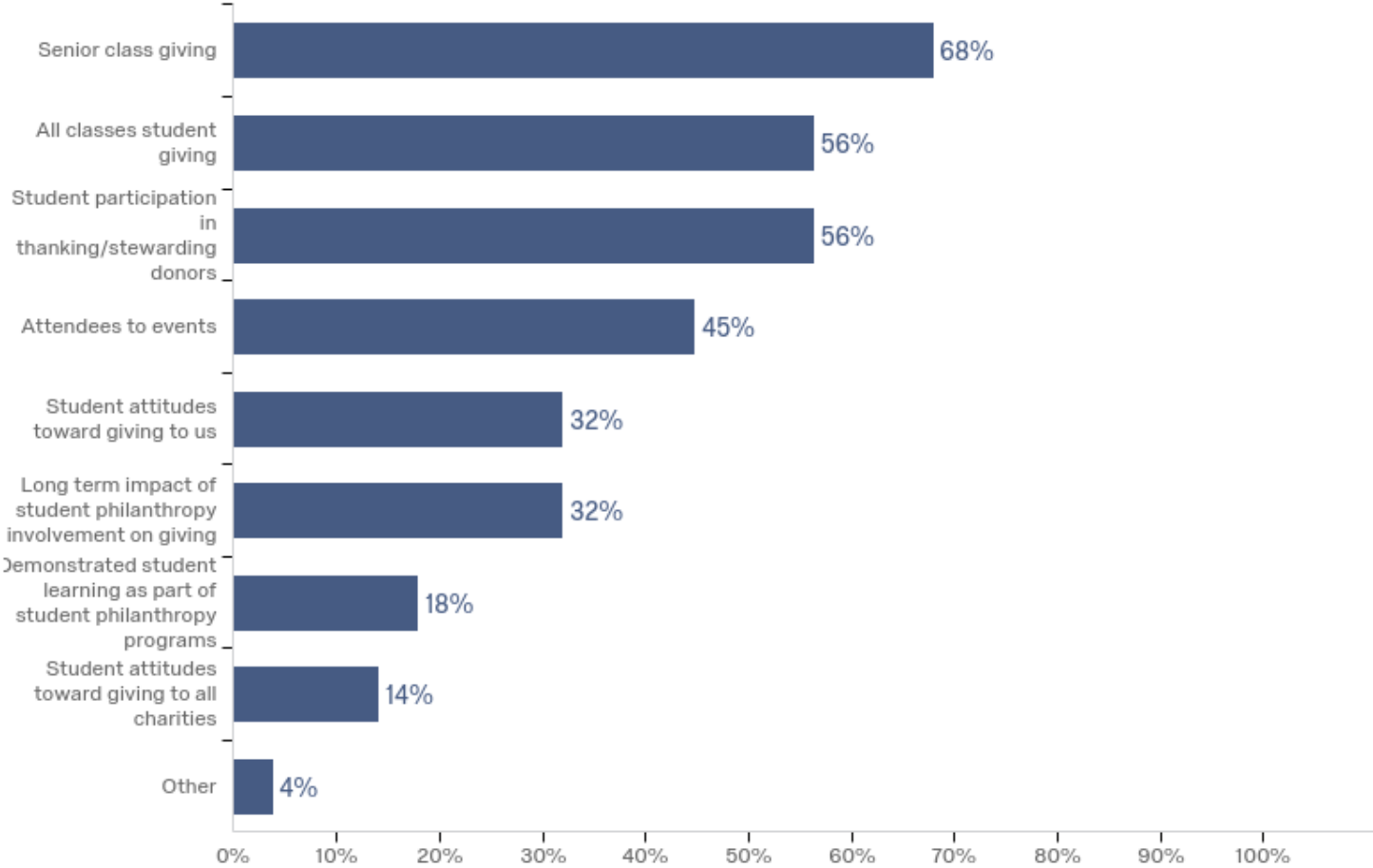# Does your program have a specific name or brand? If so, what is it called?

Does your program have a specific name or brand? If so, what is it called?
Learn, Give, Lead
LUVMyClub
It is called Southern Philanthropy Council
I Love ISU or #raisetheROAR
Graduating Class Gift
Get the Scoop and Grateful Raven Day

Does your program have a specific name or brand? If so, what is it called?

Does your program have a specific name or brand? If so, what is it called?
Georgia Tech Student Foundation
Forever Go Blue
Class Gift (tagline: Bear Down, Give Back). Current foundation Ambassador group PhilanthroCATS.
Butler University Student Foundation
Association of Future Alumni

What do you track as part of your student philanthropy program? (please check all that apply)

Category	Percentage
Senior class giving	68%
All classes student giving	56%
Student participation in thanking/stewarding donors	56%
Attendees to events	45%
Student attitudes toward giving to us	32%
Long term impact of student philanthropy involvement on giving	32%
Demonstrated student learning as part of student philanthropy programs	18%
Student attitudes toward giving to all charities	14%
Other	4%

What else do you track?

What else do you track?
Young alumni giving trends based on their participation while in school
We track student meetings and retreats.
We are working on performance measures now.
That's about it now.
Student participation through volunteering, student engagement on social media and our campaigns, conversations around philanthropy and the institution on social media
Retention of giving by year and post graduation.
Money raised and philanthropy hours for the student organization program
Methods of giving, time of giving, gift designations
Foot traffic to our resource center
Ambassador rates of students on giving day

Barriers to tracking:

- Staff time/having staff at all

- Campus buy-in

- Students not in database/Interface with registrar

- Technology

- Definition of "senior"

- Long-term tracking

- Internal barriers – not attuned to student philanthropy

- Need to know what metrics to track

- So many students!

RNL

34

What are your biggest barriers to tracking the effectiveness of your program?

What are your biggest barriers to tracking the effectiveness of your program?
staff
resources,staff, structure
competition for the dollar on campus with other entities like Greeks, athletic teams, etc
barriers of communication with other departments who aren't as open to talking about or establishing a culture of philanthropy, especially among students
We just recently started most of our programs, so we are not able to use long-term measures yet.
We do not have students in our database
We are relatively now, so we don't have a specific or strong track system in place..YET!
We are a five year university with a robust study abroad and co-op program, so determining who is actually a "senior" is challenging. The registrar classifies students as seniors based on credits earned, but students may achieve that status one - two years before they've completed their graduation requirements and are actually in their final year at the university.

What are your biggest barriers to tracking the effectiveness of your program?

What are your biggest barriers to tracking the effectiveness of your program?
Tracking engagement
Time - unfortunately this is rarely prioritized.
The separation of alumni/student data. Advancement tracks the alumni side, while the student side is controlled by the registrars office.
The long-term nature of the data.
The lasting effects of philanthropy informational material is hard to track.
The lack of campus resources and staff to be able to keep up with the work of tracking and maintaining the program.
Technology integration with our database of record.
Staffing and other advancement priorities being more urgent
Staff and technology
Staff Resources

What are your biggest barriers to tracking the effectiveness of your program?

What are your biggest barriers to tracking the effectiveness of your program?
Specific staffing/oversight of the programs.
Scale. institutional size = 68,000. Each year we increase in impact, but it is a large mountain to climb
Personnel
Parents involvement of tracking students activity.
Outlining agreed upon metrics and goals
Outide of event attendance and participation in our activities, we don't track much. We launched our first committee satisfaction suvey this year, but have not surveyed the entire student body about attendance.
Not entirely sure where to start. Trying to find ways to set and track metrics for student philanthopy.
Not as much buy in from campus
None

What are your biggest barriers to tracking the effectiveness of your program?

What are your biggest barriers to tracking the effectiveness of your program?
New program - no data to track at this point.
More lucrative FR projects are a higher priority
Limitations of our CRM.
Lack of compelling case for support with tangibles. Changes year on year to the way the program is run.
It is really difficult to definitively say that student philanthropy has an impact on young alumni giving because we have only been tracking the correlation for the past 10 years, and that generation typically gives less anyway.
Human resources
How do you gauge/track if someone is learning about giving if they do not give?
General student participation is limited compared with the Senior Signature campaign -- tracked very well.
Finding ways to meet with a busy student body

What are your biggest barriers to tracking the effectiveness of your program?

What are your biggest barriers to tracking the effectiveness of your program?
Finding staff time to develop processes and systems that don't already exist
Ensuring that we have up-to-date contact information for students as they graduate.
Educating the students about the importance of philanthropy
Data on students classifications changes each semester and varies from how they classify themselves
Data does not indicate what 'class' or status student was when their gift was made.
Data & Staffing, currently in a database transition and our data is not trustworthy
Conversion and unfamiliarity of administrative/staff operations day-to-day within our university but also our larger development/advancement team.
Collaboration with Student Development/Student Activities, Campus community understanding importance, Lack of student leadership on committee
Changing metrics from year to year & outside influences (i.e. political climate, campus environment, other global events)

What are your biggest barriers to tracking the effectiveness of your program?

What are your biggest barriers to tracking the effectiveness of your program?
Campus partnerships and having them see the value in teaching philanthropy/having opportunities that may already be taking place and adding a philanthropy component
CRM
Accurate student data in Foundation database.
A technological platform that helps us track this information.

What is your biggest challenge?

- Developing a culture of philanthropy

- Budget

- Campus buy-in/leadership

- Staff time

- Tech resources

- Data

- Busy students

- "make a gift" shuts it down

- Other causes are more interesting

- Recruitment

- Student debt

- Academics

RNL

41

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?
Developing a campus culture of engagement and philanthropy.
Resourcesstarting
Currently, we are starting slow and asking for only seniors to give so they can leave campus with a positive opinion of the good that can come from giving back - not that it is simply the university with their hand out asking for money. We are hoping to educate, inform and encourage at this point so students can look for ways to give instead of running away when they hear the words "make a gift"
crafting and implementing a stewardship/engagement model that will keep students' interest and provide a compelling reason for them to stretch their dollars.
Staff bandwidth, stigma against giving, student schedules
Getting students to show up for programs we put on
Consistency of student leadership and student interest in making philanthropy a part of the university culture as well as the size and decentralization of our campus.
Human resources to grow and maintain

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?
Budgetary resources from the Senior Vice President.
Budget and access to student information
Hard to recruit active and engaged students
Recruitment and maintaining membership are currently the biggest challenges we face.
staff and consistent planning and strategy
Student participation is influenced by the current campus vibe. They see the student gift as giving money to a place they already pay to be at and if they are upset with administration they are less apt to be open to give. Every year the student body changes and some years are more response to giving the others.
Personnel, budget, interest, priorities, tuition, cost of living
Lack of enthusiasm/mandate from leadership.
Our biggest challenge is getting the word out on campus and having students consistently attending meetings and engaging with the committee.

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?
Not entirely sure where to start. I recently came into this position and am new to the industry. Any advice would be helpful.
Promoting it
Finding a way to educate them while motivating them simultaneously. We may need to distinguish the two for better giving effectiveness.
We had a Student Philanthropy Council but all the students decided to quit one summer so now we are figuring out how to involve students from the call center to re-create or better use the SPC.
Challenge - communicating to the students to understand the opportunities and connections with alumni
Competition and scale. Trying to educate students en masse that the programs we are running are not in competition with the philanthropy even they host for their respective student organization is a challenge at an institution with 600 orgs.
negative attitudes toward giving due to student debt
Getting students engaged. Staff time.

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?
Proper staffing and marketing resources to execute the program while also keeping the students focused and feeling like they have ownership.
$
They want to donate to external causes and not always support the College. They haven't been taught to be benevolent.
Knowing where to start and then growing the program.
The lack of philanthropy education as a whole on campus. For the first time, we will have a presence on campus tours and at orientation (beginning next summer). Also, staff time within the Foundation to oversee the effort and the council.
On campus partnerships not seeing the value in adding philathropy components to activities/events that are already taking place and have great opportunity for a philantrhopy tie in.
staff
Educating the student body with little to no budget and man power.

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?
Recruitment. Our students are very involved and it's hard to get the really great ones we want in this organization to be part of it. That being said, though, we have great students, we just want to be bigger than 10-15. The last three years recruitment efforts have been through friend referrals, nominations from faculty and staff and student organization fairs.
Being more inclusive of our student body. Because our program is focused on student clubs, we often see our club sports excelling, but not many of our academic, culture, relgious, or identity-based clubs participating successfully.
Improving student awareness of the program.
We have minimal time for staff to focus on it
Support from leadership, students are too busy.
The biggest challenge is our international population. With 50% of our population being international, students' perception of charity is very different. Our best successes for these groups have been through peer-to-peer outreach and through specific affinity groups.
No administrative desire to move away from the Senior Class Gift campaign to evolve into a student philanthropy group.

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?
Leadership is bought into Student Giving, but not providing the FTE resources needed -- having to do more with the same staffing.
Students do not have much time or energy to devote to extra-curricular activities. They may show up to one or two meetings in an entire year, or just be on the email list with good intentions but otherwise uninvolved.
disinterest in student participation
Student attitudes towards giving to their school when the cost to attend is so high
Our institution historically has not had a culture of giving among its alumni, due to past leadership and limited financial aid and scholarship funding. There are other departments that do not have interest in creating a student philanthropy group in partnership with Annual Giving, mostly due to lack of time, resources, and money among these departments.
We want to grow Grateful MASCOT Day into a day of giving, currently working with various members of the Advancement team to make this happen. The original concept for GMD was a day of giving as well as thank you to donors, however as Alumni Directors changed so did the event.

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?
Having students understand the meaningful impact that they're making. They have this misconception that there $$ is not going anywhere.
Time and staff.   We just hired an asst. alumni director to focus on student engagement.
Buy in without a philanthropic culture on campus
Gaining traction and recognition among students
Educating the student body on what philanthropy is and why it is important to give back. Also a lack of student involvement across campus.
We struggle to get actively engaged volunteers. We find students to be much more receptive to learning about philanthropy and giving when talking to peers. We struggle to track member efforts, maintaining engagement, and recruitment.
Funding, collaboration with student activities office, need student leaders to guide the program
Increasing student recruitment and teaching students the importance of giving back.

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?

What is your biggest challenge with student philanthropy, or with starting, maintaining or growing your program?
We are just getting started, so recruitment has been our first hurdle. We're also trying to figure out what the educational curriculum should look like.
Our biggest challenge is the changing campus culture - students now are so focused on academics that we have to constantly innovate in order to create messaging that reaches them. We are definitely focused on maintaining, and have noticed a downward trend over the past few years.

What is your greatest opportunity?

- Philanthropy education

- Peer to Peer

- Get started!

- Position university as a cause

- Multi-year/four year program

- Link to service

- Giving Day

- Crowdfunding

- Reaching students earlier

- Social media

- Finding good ways to communicate

- Greek orgs/RSOs/Club Sports/Clubs

- Branding

- Campaign launch

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?
Philanthropic education
Education around philanthropy
The service aspect of our university - we require all students to complete community service work before graduation and many go above and beyond those hours to work on multiple projects throughout the year. This servant's heart mentality is unique and definitely something that makes our students and soon-to-be alumni ideal for learning and participating in philanthropy events.
To start doing it
Increased education/communication and reaching students earlier
Tracking more measurable outcomes and connecting the joy of philanthropy with the areas our students are already involved in
Helping students realize that the university is a viable option on which to spend their philanthropic dollars. This generation, at least anecdotally, is very philanthropy to causes outside higher education. Our opportunity is to get them giving back to their immediate community in ways that hit the right spot the same ways that external giving does.

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?
A staff member with an assigned budget who can focus on this area.
Through our student and faculty led fundraising campaigns
Partnerships across campus and with classrooms
Working with other student organizations such as SGA and our Greek Ambassadors.
a four year philanthropy program
Connecting students with alumni who are donors; they can see that philanthropy is important and they too can make a difference.
We need to prioritize giving areas and make a stronger case for giving in those areas.
Allowing students to fundraise for their RSOs and using that experience to educate them about the importance of private support.
I believe the biggest opportunity to grow is to find the correct means for communicating and connecting with students. Whether that be social media, apps, or face-to-face communication, we are working to find the right avenue.

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?
Long term alumni donor retention once the students graduate. Facilitating and educating student philanthropy now will pay off when alumni receive the call to donate in the future.
Crowdfunding among the student organizations
Coming alongside our Baylor Chamber (student foundation organization) and collaborating with them on ways to educate and motivate students to give back.
Peer to peer solicitation.
Education on giving and engagement with alumni is an opportunity to enhance the program. Students admire alumni taking time to invest in them.
Undergraduate giving and inclusion within intro classes at the university. Right now, lessons are taught by our assistant director of student engagement and philanthropy in those courses, but we do not have courses dedicated to the topic.
Tie all the existing programs which do this work into one cohesive brand.
Start when they are first-year students and plant the seed that there is an expectation to be philanthropic.

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?
The program would be brand new with an already engaged student body.
Having a team member largely responsible for philanthropy education - could be someone who oversees the council, all philanthropy education, thank a donor day, and even the employee giving efforts.
Senior giving
Expansion of the Class Gift to all classes and philanthropy events.
More buy-in from our superiors. Our former VP wanted this organization to happen, so we did. But it seems so many employees and even our own leadership team hasn't made the case to break down the barriers for us and let this group educate students right away when they come for a visit, when they're here for orientation and in their classes. We want each Class to learn something about our institution's philanthropy each year they're here.
Making connections with student leaders on campus and providing fundraising training resources (workshops, templates, encouragement, etc.)
Improving awareness and giving day.

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?
Expanding role of the Student Philanthropy Council as peer to peer ambassadors for philanthropy on campus
We are looking to create a signature annual fundraising event but haven't been able to get it off the ground.
Expand our Student Giving Committee across all four class years. Currently, our emphasis is on the Senior Class Gift, but having more student volunteers with build that culture of philanthropy every single year students are on campus.
The brightest minds in the nation are at this institution and if we started working with them earlier they would own the program and take it to unimaginable heights.
Getting the staffing resources for continuity and outreach with the student population.
I would like to see more information about philanthropy included in freshmen orientation, tours, and freshmen level required classes. It seems like it should be a message the university is sending as a whole, not just Annual Giving.
lots of scholarship students to tap into
We are launching our largest comprehansive campaign and new startegic plan at the same time. We have a huge opportunity to help students become invested in the progress of the university through our campaign launch event. It is the largest stage we have to educate the entire campus community.

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?
For us, Giving Day is the biggest opportunity, since last year, the events showed that giving can be fun and impactful, even with smaller gifts. Students were able to get involved at all levels, from going to the Scoop on Giving Day ice cream social, speaking with campus leadership about the value of giving back, making a gift, participating in social media challenges and photoshoots, to writing a thank you letter to an alumni donor. It was the first event during my time here that I saw students excited about giving back to their school.
Current Student Alumni Board engage fellow students on giving and how giving impacts sustainability, ie scholarships, buildings, academic programs, etc.
This generation wants to help others- they want to give back. i think we have an opportunity to share peers stories and really speak to students.
Awareness alone will be a jump start.   The campus mix is unique and social awareness active.
Consistency over the next few years to grow the brand and message.
Building on last years work by the committee to become more established on campus
There has never been a culture of philanthropy on campus, so any sort of growth is a step in the right direction!

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?

What do you believe is the biggest opportunity to grow student philanthropy engagement for your organization?
We have been increasing on campus partnerships. We find students are reluctant to give to the university generally, but when given the option of allocations they are much more enthusiastic. If the on campus departments/organizations/groups collaborate with us, we can increase our messaging, student reception, and garner more donations.
Growing number of students participating.
Being able to physically show students the impact of donors and giving back.
We have so many bright, motivated students who care about the world around them. We have a major opportunity to educate students about the reality of philanthropy for higher ed, and build a donor pipeline to support the sustainability of our institution.
Definitely the senior to new alumni transition. We need to create programming and messaging that resonates with graduating students and helps them continue the habit of giving after they graduate.

Most Successful Activities

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?
Last year, our university held its first Give Day - during this event, we had several student-focused activities on campus to encourage students to think about philanthropy and how it has impacted our university. We hope to have several events like this throughout the year to keep encouraging the idea of philanthropy, the education of what philanthropy is, and to lead students down a path of giving.
Events through the alumni center
Senior Class Gift Campaign
So far, we have started to build a brand for student philanthropy at UK and our tabling events in the fall semester had some good success. We celebrated National Philanthropy Day by handing out donuts and our student board members used it as an opportunity to have their peers write down causes they are passionate about.   https://www.youtube.com/watch?v=0PCrq9flAVw   https://www.youtube.com/watch?v=_4VJDVXvgO8&t=37s
By far, HornRaiser, our crowdfunding platform. We have many student groups that raise funds for themselves through the platform, and it provides a valuable service to these groups while teaching them about development, stewardship, and the resource that our team can be.   www.hornraiser.utexas.edu

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?
I Love WCU which engages student in stewardship, cultivation, and solicitation
Senior Class Gift program - students who donate $20.20 in honor of their class year get to wear a green cord of philanthropy at graduation. All donations go to a scholarship that is awarded annually to a first-year students
Our most successful program currently is Georgia Southern's Birthday where we educate the campus community on the importance of Philanthropy and celebrate the institutions birthday.
senior class gift
We allow the students to decide where the student gift is going to be designate; the best results come when they can see their money going to a scholarship or grant. Students, like all donors, respond well to a matching challenge.
Redbird Philanthropy Week. https://news.illinoisstate.edu/2019/02/redbird-philanthropy-week-students-prepare-to-give-back-for-one-day-of-change/ https://news.illinoisstate.edu/2019/03/inaugural-birds-give-back-breaks-single-day-giving-record/
We have a relatively well established Senior Class Gift program, though I'd like to see more participation. https://www.oakland.edu/giving/student-philanthropy/

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?
As far as student based, our Phonathon program most likely. Last fiscal year we had our best numbers for Phonathon specifically. And we are looking to grow and improve those even more this year.
Giving Day
Our Baylor - faculty/staff campaign. Almost 50% of our full-time faculty/staff give back to BU annually.
Giving Day -- we have a large student event and we're able to educate and solicit students during the event. Each year, it has grown and grown.
Senior Signature ... this senior student giving effort has been in place since 1991 ...
Last First Day of School Brunch - Kick off breakfast celebrating the last first of school for our graduating seniors. It leads into the the one month kick off before our student philanthropy campaign. Students get a free breakfast, hear from guest speakers, can make their donation before the campaign begins for the spring semester, sign up to be a campaign volunteer, take their last first day of school picture and celebrate with the rest of their graduating class.

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?
Our success is based on a robust slate of exclusive seniors-only events, with a portion of the registration fee counting as a donation to the senior giving program. The cord to wear at commencement is also enormously successful in securing senior donors.
Growing seniors from 140 in 2017 to 573 in 2018 and finishing 2019 with over 980. The philanthropy cord has been very helpful at increasing the messaging. One-year retention rates are also going up as the class of 2018 became alums.
Phonathon
Both our giving day and thank a donor day (this year is the sixth for the latter) are hugely successful. Student giving is was up 52% in FY19 over FY18 thanks to giving day. FY19 was our first giving day, and we generated over 4,200 gifts. Prior to that, we hadn't had more than 250 online gifts in one day.
Giving Day
i love isu
Our GradBundle and allowing students to give to anywhere on campus. Crowdfund.arizona.edu/classgift

What is your most successful program or activity? Feel free to include links to stories,
pictures or other materials?

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?
Our Philanthropy Week is very successful. We don't ask the students for gifts since we do that on Giving Tuesday and our giving day. We spend the whole week educating the students on what philanthropy looks like at our institution and have fun, interactive activities based on what they should be learning throughout the week. We've been pleasantly surprised that they pay attention to the posters and signs we put up to tag the campus!
LUVMyClub raised $45,000 for student clubs this year from 1,300 donors (25% of donors were students). https://www.givecampus.com/schools/UniversityofVermont/luvmyclub-2019
The most successful giving program for students is our dance marathon, which is primarily run outside of the university's central philanthropy office.
Our ThankView videos - our alumni and donors love hearing and seeing the students!
I think all areas are pretty successful - IMPACT Board, Phonathon, Giving Day and Crowdfunding efforts being the most.
Giving Tuesday is our best program. We offer a match and challenges for student giving and students have learned to use that match for their student organizations.
Crowdfunding for student organizations and day of giving. (will send materials/summary)

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?
Our most successful fundraiser by far has been "Save Senior Sidewalk". Students feel a strong connection to this cause and have done most of the leg work fundraising and advertising on their own. Its especially popular during our giving day.
In 2016, Butler University Student Foundation (BUSF) set out to create a program designed to instill pride and create an active student body for Butler University. Drawing from CASE ASAP Conference ideas and throwing in some bulldog spirit, BUSF decided to create a philanthropy-driven spirit week. The week-long event, called I <3 BU Week (said as "I Heart BU"), was the result of much brainstorming and planning. While always the first week of November, the week has evolved over the last three years into an incredibly meaningful event. Now, each day of the week represents a unique aspect of Butler University. From I <3 My College, I <3 My Campus, and I <3 My Community, each day is meant to highlight aspects of what makes Butler University special. The final day, called Philanthropy Awareness Day (or PhAD), works to educate students on the donors who make the Butler University experience possible. To encourage participation, BUSF creates a punch card (see supplemental materials) at the beginning of the week. Those who participate throughout the week accumulate punches that can be redeemed for a shirt (see supplemental materials) custom-made by BUSF at the end of the week. Punches can be earned by visiting the event each day, posting on social media, writing thank you notes, and answering philanthropy questions. Each of these details was developed with a purpose. By ensuring recurring visits, BUSF is able

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?
Scoop on Giving Day was an ice cream social during Giving Day in our commons area. We had a local beloved ice cream shop provide ice cream, and we had campus leadership, from deans, the president, SGA president, heads of different departments, and favorite faculty scoop ice cream. While students waited in line and mingled around the tables in the room, different members from our team spoke with students, explaining what Giving Day is, what it means, how it impacts their lives, and provided a low-pressure opportunity to make a gift. Students were not only excited about making a gift, but they were excited to tell their friends, use the photobooth to make a post to share on social media, and write a thank you note to alumni donors. Phonathon students were also staffed at these events, so they were comfortable interacting with their friends and peers and making the giving ask.
Currently, we are in a year of transition, new Alumni Director, new Career Services Director, merging of Career Services under Advancement, and restructuring of Student Alumni Board to define purpose and programming. We maintained the status quo in 2018-19 and set out sights on 2019-2020 to enhance programming and build upon successes.
We have True Blue month- which really goes to not only educate our community about the importance of giving back but we want to recognize those that support our university is so many ways.

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?

| What is your most successful program or activity? Feel free to include links to stories, pictures or other materials? |
|---|
| Senior Class Gift |
| We hosted a trivia night and incorporated stats about philanthropy and alumni giving. |
| This past year we implemented Coin Wars with students, faculty, and staff. This was a 2 week competition between the academic divisions to see who could end up with the most points. All pennies were positive points, silver change and bills were negative points. We got a lot of great feedback from students about this, and students actually wanted to participate in this. It showed them that even donating $0.50 can be impact. Coin Wars supported the Student Emergency Fund. |
| We have an instagram account that has been gaining traction among students. We do #MemeMondays, which serve as a fun way to educate students about giving opportunities. We also try to post content with students, since that increases interactions with posts. We also try to repost other student content on our stories, we have found students really enjoy having their relevant content reposted on our stories. You can see our instagram here: https://www.instagram.com/tufts_student_giving/ |
| Beach Clean Up Days
Class Gift at Salute to Graduates |
| Our Bonding with a Bulldog Events connect students with an alum or panel of alumni to learn more about their experiences post-graduation. We have implemented a stewardship day where students wrote over 350 thank you cards to our alumni donors. |

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?

What is your most successful program or activity? Feel free to include links to stories, pictures or other materials?
The most successful program we have probably ever done was in 2015, and was called Philanthropy at Tech. We partnered with the Office of Development to create wooden signs for each philanthropist that funded a building on campus and placed them in front of their respective building. This passive campaign was praised by alumni, donors, administrators, students, and faculty, and we estimate it educated thousands of people!

Do you believe that student philanthropy engagement increases the chance that young alumni will give?


1%
10%
18%
70%
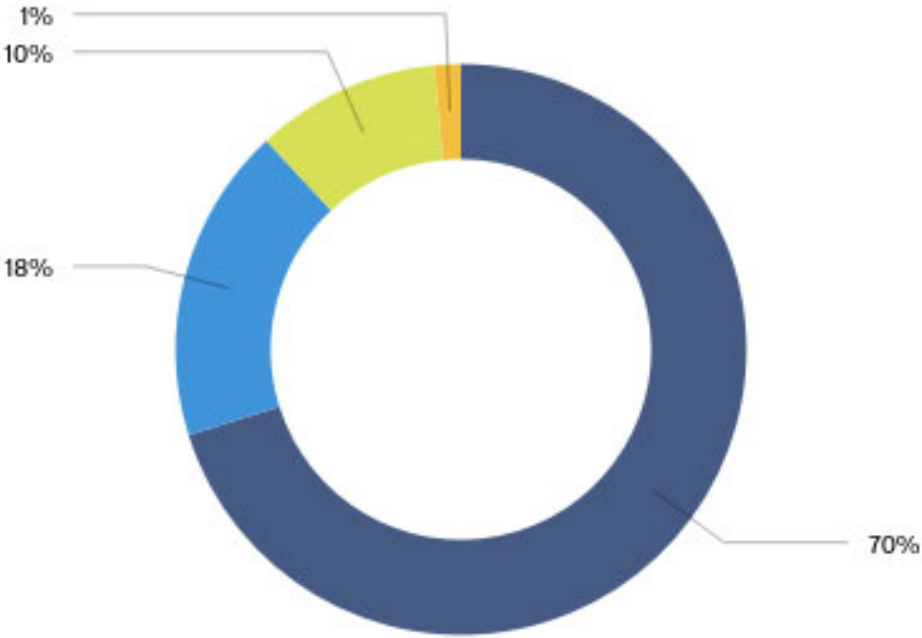
Definitely yes   Probably yes   Might or might not   Probably not   Definitely not

Do you believe that student philanthropy engagement increases the chance that young alumni will give?

#	Do you believe that student philanthropy engagement increases the chance that young alumni will give?	Percentage
1	Definitely yes	70%
2	Probably yes	18%
3	Might or might not	10%
4	Probably not	1%
5	Definitely not	0%
	Total	67

Do you recruit student leaders to help organize your student philanthropy program?
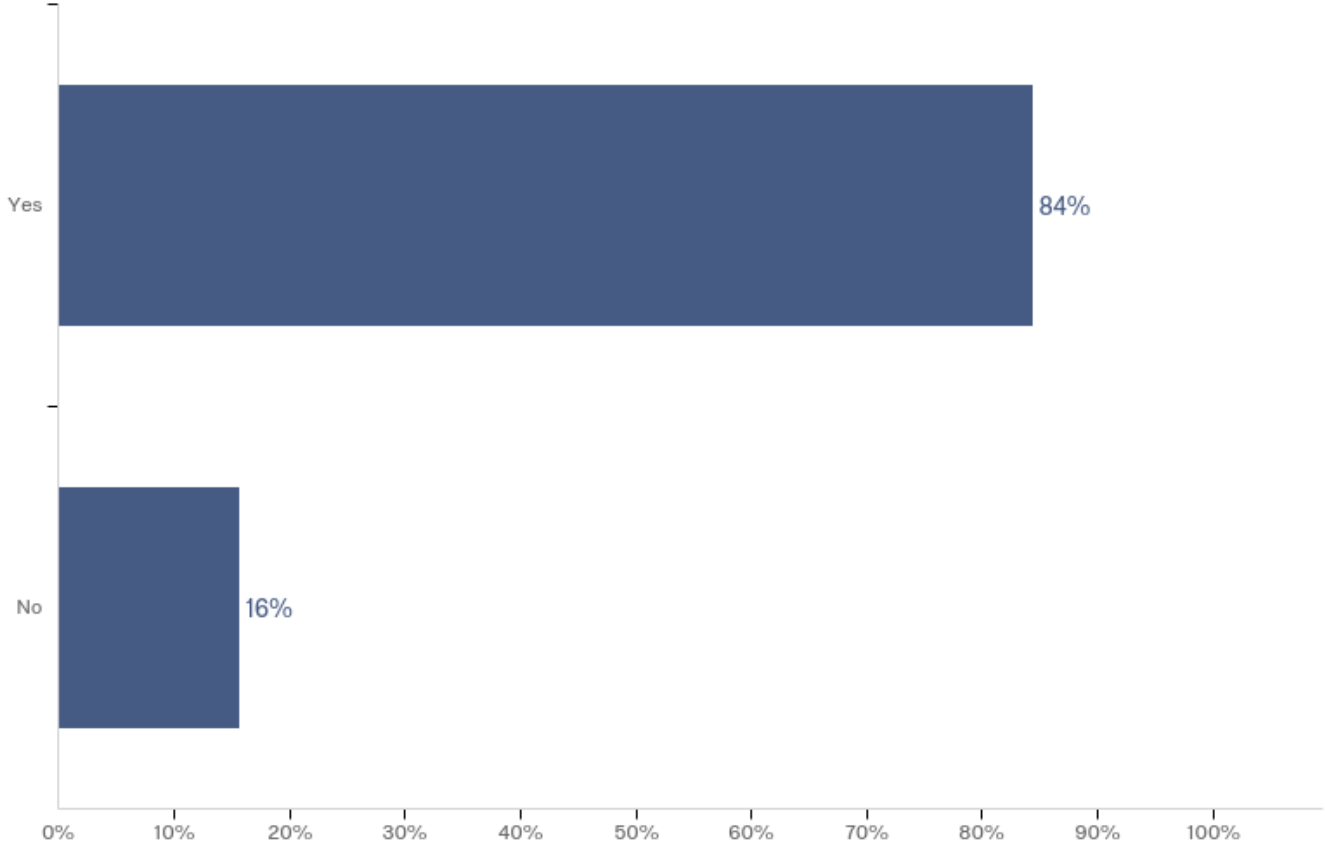
What's been effective for recruitment?

- peer to peer

- personal messaging

- paying

- alumni board

- year-round effort

- partnerships

- Advancement leading

- "cool" students

- Faculty

- giving them autonomy

- recruiting from tour guides and phonathon

71

What has been most effective for recruiting student leaders?

What has been most effective for recruiting student leaders?
We are still figuring out our plan for our student philanthropy leaders since our program is new, but we hope to have class ambassadors to lead philanthropy events
Paying them
Advertising the group broadly through advisors, other student organizations, and campus partners
I don't think we've got a great handle on what's most effective.
Through the Student Alumni Association and students working in the telefund
Demonstrating how the skills can be leveraged in the job market.
Personal asks to join
Having current members reach out to there friends to join the organization.
peer to peer
Personal invitation verses a mass message.

What has been most effective for recruiting student leaders?

What has been most effective for recruiting student leaders?
Personal reference from former interns
We're just getting started.
We hired a well-connected graduate assistant and we believe that she will help us tremendously when it comes to recruiting student leaders this year.
Making the student philanthropy group part of our alumni board
Meeting with their advisors and having a partnership.
Using the school/college organization's as opportunities to share information
Our students are year round volunteers. We start early in the school year and make sure they are comfortable with the material
We don't have any difficulty in this area - students view it as a resume builder
Asking Professors
Partnership with college alumni relations teams who regularly interact with student leaders in their units

What has been most effective for recruiting student leaders?

What has been most effective for recruiting student leaders?
Going though Student Gov. Assoc.
Peer to peer and also engaging professional employees who oversee student groups
giving them autonomy
Offering to do a majority of the work.
Getting out on campus and getting to know the students. Having that personal relationship to start makes a huge difference.
We have a student alumni association that helps with our efforts
Getting the "cool" students involved and having them recruit
Working with campus partners for suggestions and using the student leaders to suggest their peers.
Succession planning - asking current leaders to tap underclassmen.
Recruiting from University Ambassadors and from Phonathon/Call Center.

What has been most effective for recruiting student leaders?

What has been most effective for recruiting student leaders?
I have built in student leaders who work at the call center, I simply develop these leaders and encourage them to take on SPC.
scholarship recipients
We have tables at every student organization recruitment event during welcome week and our existing members are very involved on campus so word of mouth is big for us as well.
Peer to peer and faculty recommendations
We do interviews and than a a full days with different activities to see how best they interact with one another
Personal identification and recruitment
Asking faculty, staff, and advisors to nominate them
Word of mouth and getting suggestions from current students and staff
Having an incentive for them
We sent out a personalized email to the entire rising senior class offering the leadership role as a paid position.

What has been most effective for recruiting student leaders?

What has been most effective for recruiting student leaders?
Collaborating with the Student Affairs office.
Self selection
For GTSF specicially, we have a first-year leadership initiative - essentially a committee with 16 members who go through an intensive interview process to be part of it. They are then responsible for being a voice for the first-year class on all things philanthropy.

Describe your student philanthropy leaders

How would you describe your most effective student philanthropy leaders?

How would you describe your most effective student philanthropy leaders?
n/a
involved and find benefits to being involved
Engaged on campus, had good campus experiences, interested in giving back, well liked by their peers
They are leaders across campus, often holding several leadership positions in different organizations. They are driven by a desire to give back and have often been the beneficiary of giving.
Passionate, committed, and willing to be trendsetters in establishing a culture of philanthropy on campus.
Enthusiastic
Mature, professional, goal oriented, driven, personable, creative
Well rounded students who want to make an impact on the university.
confident and extroverted

How would you describe your most effective student philanthropy leaders?

How would you describe your most effective student philanthropy leaders?
They have an interest in learning how a non-profit organization operates. They may have done an internship at a non-profit development office, or are planning to work in a non-profit after college.
Well connected and outgoing
The most effective student philanthropy leaders we've seen to date are those who are well connected on campus, know the rules for student organization, and are willing to take the message with them wherever they go on campus.
Motivated, reliable, trustworthy and willing to educate.
Involved in other student activities
School/College ambassadors are a part of the "inner circle" and see more of the impact of giving
Fluent in the material. Dedicated to the institution. Loyal to the students they are serving through this program.
They are typically engaged in many activities and organizations on campus - movers and shakers

How would you describe your most effective student philanthropy leaders?

How would you describe your most effective student philanthropy leaders?
Passionate, well connected, extroverted
Energetic, dependable
Passionate about the university, dedicated, visionary, can rally others, well connected on social media
well known/out going
Supportive. Creative. Follow through.
Movers and shakers. They are well-known, respected and people listen to them.
They aren't shy in talking about fundraising -- and aren't solely focused on the idea "raising awareness" about philanthropy
Willing to speak with peers about fundraising, lead by example
Engaged but very busy with other campus activities
Personable, energetic, happy with their university experience

## How would you describe your most effective student philanthropy leaders?

How would you describe your most effective student philanthropy leaders?
Educated about philanthropy and passionate about the university.
Motivated, excited and committed to the understanding of how donations can support specific areas, including student clubs, projects and departmental programs.
Effective student leaders have good time management skills and believe in the goals of the organization. They are motivated intrinsically, because they are excited by what we are doing and see the benefit of it. This makes it worhth it to them to take time out of their schedules to devote to the cause.
thankful
They're involved with other organiziations on campus, have learned how to lead, etc.
These students are confident, involved in campus, unafraid to speak about the value of giving and make those asks to their friends and peers
They love the college, understand the mission, values and needs of the college
Selfless
Passionate, driven, leaders by nature.

How would you describe your most effective student philanthropy leaders?

How would you describe your most effective student philanthropy leaders?
Invested, and they get it.
Students who are involved in multiple activities to help spread the word about philanthropy
Genuine, committed, organized, charismatic
Very involved students, usually part of greek organizations
They are the students who are involved in numerous organizations across campus.
They know their "pitch" extremely well, and can communicate the value of philanthropy to others.

On a scale of 1 to 5, how would you rate the diversity of your
students who are engaged in student philanthropy?
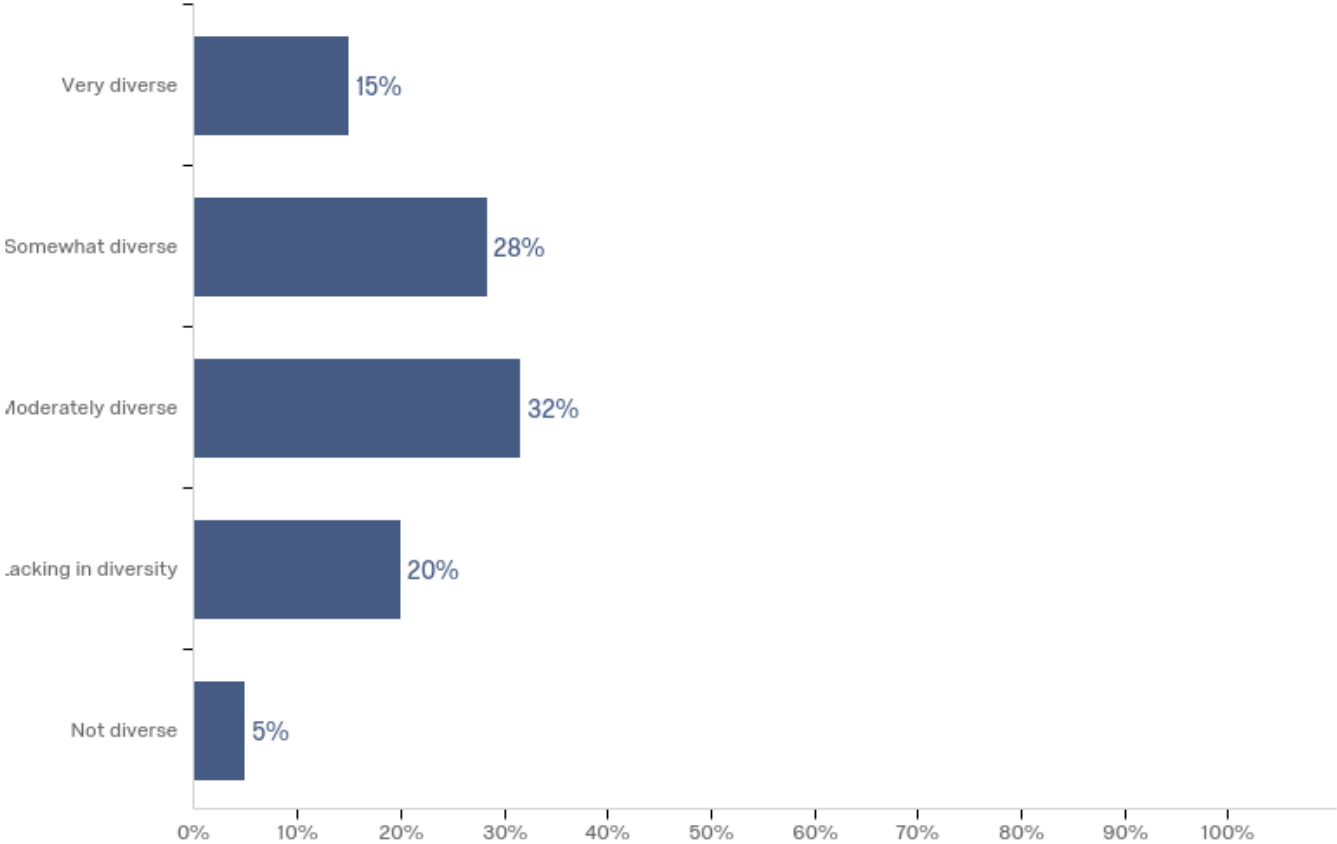
What has been most effective for you in recruiting a diverse group of students to engage in your student philanthropy program?

What has been most effective for you in recruiting a diverse group of students to engage in your student philanthropy program?
Recruiting through programs that are able to succeed because of philanthropy
Being able to pay them
Intentionally reaching out to various colleges, units, and organizations asking them to pass along to students who would be a good fit for our programs
This had happened organically, interestingly enough.
Our phonathon
Recruiting the right intern.
Being intentional when it comes to who we are speaking to and where. We try to make sure that all students are hearing our message and know that student philanthropy is for everyone.
Attending various events on campus in efforts to recruit
Word of mouth
Our campus is very diverse in nature so it isn't challenging for us to recruit diverse students.

What has been most effective for you in recruiting a diverse group of students to engage in your student philanthropy program?

What has been most effective for you in recruiting a diverse group of students to engage in your student philanthropy program?
not sure
Recruiting through diverse departments. Sending mass emails, but also reaching out to department and unit heads with personal asks.
We haven't had difficulty recruiting diverse students
Parnter with our diveristy team on campus and in advancement
SGA
Our student body is fairly diverse to that has been incredibly helpful. Also friends of members.
Word of mouth and creating an inclusive community in our call center and in the club
Working with all campus partners for suggestions
The University Ambassadors have focused on diversity within their organization, which helps what we do. Also, selecting crowdfunding projects that address diversity and inclusion.

What has been most effective for you in recruiting a diverse group of students to engage in your student philanthropy program?

What has been most effective for you in recruiting a diverse group of students to engage in your student philanthropy program?
The best way has been by having diverse student leaders to begin with. It helps encourage other diverse students to join if there are already members like them in the organization, and they already have representation in the power structure.
The most effective recruitment has been through our hiring process for Phonathon. The first round of the application is to leave a voicemail telling me a bit about themselves and answering questions about philanthropy, and this has proven extremely effective in hiring great students from many different backgrounds.
peer to peer
It reflects our campus (38% Native American, 11% LatinX, 2% other)
Our group was representative of the student body
Since we directly contacted all rising juniors, we had a lot of applications for the paid leadership position.
Attending Welcome Days for incoming freshmen
This is where we struggle as a program.

What has been most effective for you in recruiting a diverse group of students to engage in your student philanthropy program?

What has been most effective for you in recruiting a diverse group of students to engage in your student philanthropy program?
The GT student body is fairly diverse, so we are lucky there, but we also like to play up the various needed skills/personality types for our different committees. We let students know that there is a place for you no matter what your strengths are by spending a lot of time talking about the individuality of each committee.

Thank you for completing the survey.

We have one last question. Is there anything we left out that you would like to comment on regarding student philanthropy, share with other CASE members, or offer as a suggestion to colleagues who organize student philanthropy programs?

n/a
It is tough to balance meeting goals with empowering students, but the best programs have come from our students--they have to be the ones invested in seeing the programs succeed.
Student philanthropy is often a stepchild that gets put on the back burner in favor of "more important" priorities. My advice: make it a priority and stick with it.
Build-in follow-up to your Senior Class Gift program so students truly understand the impact of there gift and incorporate that into their alumni ask.
I believe everything has been covered.
I believe everything mentioned are all things I would be more than happy to learn about and take to my Phonathon and Student Philanthropy programs.
I think the thing most institutions are interested in is trying to solve the challenge of student donor retention … that's the "secret sauce" everyone is trying to formulate!
Please present more content in a digital fashion. Please host more webinars. It's something i'd love to do at UCF as well. The topic is massive and we are all doing incredible work. But there are many factors at play (private vs. public, large vs. small, student run vs. staff run) when

Thank you for completing the survey.

We have one last question. Is there anything we left out that you would like to comment on regarding student philanthropy, share with other CASE members, or offer as a suggestion to colleagues who organize student philanthropy programs?

We've been running a pretty successful senior giving program for five years, and an enormously successful Giving Day for the past three years during which hundreds of students donate. Now that these programs have been in place long enough to track outcomes when students transition to alumni status, we can definitively say our student philanthropy efforts have not increased giving at all among new graduated alumni. Despite active giving on giving day and as seniors, the number that give post-graduation drops off a cliff. We're holding out hope that we'll see a change, but its more likely that we'll scale back the financial resources we're currently investing in student philanthropy due to the lack of ROI on the alumni side.   Student loan payments seem to be the primary reason students do not continue to give as alumni.

Continue to invest in it.

building a culture of philanthropy is a tough job that takes support across campus. Buy in really helps and partnerships with help SO much!

I would say the most important lesson I have learned is not to give TOO much freedom to the students, but also don't be overbearing. It is important to have a handful of scheduled, set activities, meetings and events. Then allow them to make some key choices for those events or activities, or plan 1-2 of their own. Do not expect them to do all of the work - they are busy and have no experience with this. Give them a structure, and they will excel.

Thank you for completing the survey. **We have one last question. Is there anything we left out that you would like to comment on regarding student philanthropy, share with other CASE members, or offer as a suggestion to colleagues who organize student philanthropy programs?**
Not at this time.
I would like to know about about the kind of on campus events other groups implement and how they host those event with a tight budget.

Questions?
Brian.Gawor@RuffaloNL.com