

FUNdraising

Sarah Vincent Newman

Senior Director of Alumni Chapters

Alumni Association

Luke Masse

Associate Director of Outreach

Alumni Association



Alumni Association
UNIVERSITY OF GEORGIA



Why are Alumni important?



Alumni Association
UNIVERSITY OF GEORGIA



- Alumni are an institutions **most loyal** supporters.
- Alumni generate **invaluable word-of-mouth** marketing among their social and professional networks.
- Through engagement, an institution can continue to **benefit from their skills** and experience.
- Alumni are **great role models** for current students.
- Alumni serve as **ambassadors**. They take their knowledge of your institution to their hometowns and countries and into their professional and social networks.





Why is fundraising for UGA important?



Alumni Association
UNIVERSITY OF GEORGIA

Bulldogs Never Give Up



Alumni Association
UNIVERSITY OF GEORGIA

THE COMMIT TO GEORGIA CAMPAIGN WILL CHANGE THE LIVES OF THOUSANDS OF STUDENTS, INSPIRE TOMORROW'S LEADERS AND FUND CRITICAL RESEARCH. THESE ARE OUR COMMITMENTS.

Removing Barriers & Opening Doors

- Scholarships blaze paths to future that otherwise might be unattainable

Enhancing the Learning Environment

- More opportunities to learn in *and* outside the classroom inspire students to develop their skills and make a difference.

Solving Grand Challenges


- Support for research and service allows UGA to create and share knowledge that improves lives everywhere.



Removing Barriers

- UGA currently has **5,000 scholarships** that provide support for both needs based scholars and merit scholars
 - Let All the Big Dawgs Eat
 - Student Veterans Resource Center Fund
 - Alumni Chapters Scholarship Fund
 - 1961 Scholarship Fund
- We have created 210 GA Commit Scholarships; goal is to **have 400- 600 new scholarships**
 - The UGA Foundation will match individual donations of \$50K, \$75K, and \$100K to double the impact of endowed need-based scholarships
 - The goal of this program is to raise \$30M in order to have a \$60M impact for UGA's top campaign priority: need-based aid





1961 Club Black Alumni Giving Society

The 1961 desegregation of UGA by Hamilton Holmes and Charlayne Hunter is considered a defining moment in civil rights history. The 1961 Club giving society honors the legacy of this moment and provides an opportunity to contribute to the Endowed Black Alumni Scholarship Fund and commit to:

- Removing barriers and opening doors for students
- Increasing the number of scholarships awarded annually
- Supporting the mission of UGA Black Alumni to help retain students to completion of their degree.

Women of UGA Scholarship

Women of UGA is working to establish a Georgia Commitment Scholarship that will be afforded to students through the Office of Student Financial Aid.

The Women of UGA Affinity Group has committed to raise \$50,000, which will be matched dollar-for-dollar by the UGA Foundation. As a new fund, it is up to us, the women of the UGA alumni community, to help build its foundation. The first scholarship will be awarded in 2018.



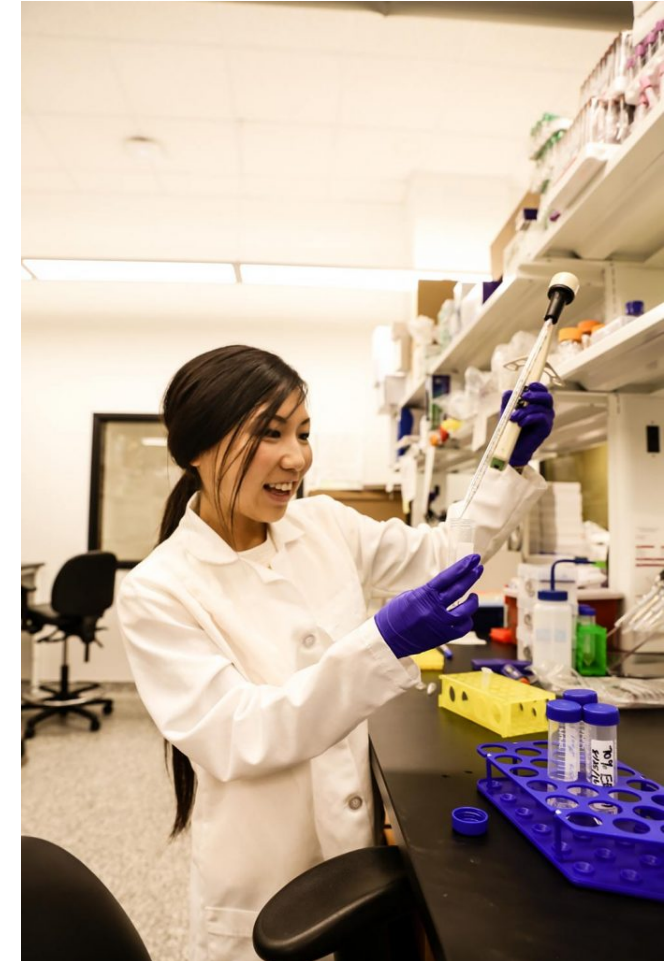
Enhancing the Learning Environment

The Best Possible Environment

- UGA facilities and classrooms are built for collaboration
- Experiential learning is required of students
- Enhancing learning environment in and out of the classroom

Help create Opportunity

- Create opportunity for study abroad
- Work in a research lab
- Participate in an unpaid internship
- Support faculty in creating opportunities outside the classroom
- Build facilities that enable better learning



Solving Grand Challenges

As a pioneering American research university with a land- and sea-grant mission, UGA is committed to solving problems and serving communities in Georgia and throughout the world.

- Community Vitality
- Solutions for Deadly Diseases
- Longer, Healthier Lives
- Cyber and Global Security
- Improving Public Health
- Effective Leadership
- Viable Land and Waterways
- Dependable Food Supplies





Why do people give?



Alumni Association
UNIVERSITY OF GEORGIA

- People give money because they want to
- People usually don't give unless they're asked
- People give to opportunities
- People give to support success, not distress
- People give to make a change for the good
- People give to people



Easy FUNdraising Ideas

Promote

- Share your story (Why did you give?)
- Silent Auctions
- Giveaways
- Pledges

Partner

- Event Proceeds
- Percentage of Earnings
- Use Contacts
- UGA

“Bake” In Gifts

- Free Events, add \$5 on to support scholarship
- Paid Events

Say Thank You

- In person
- In writing
- Ask them to share their story



Success Stories

- DC Fall Winery Tour
- Hilton Head Reception
- Atlanta Braves night
- San Diego fundraising Halloween party
- NYC Dawgs Holiday Party
- Atlanta TopGolf
- Cookies and Cocoa with Hairy Dawg
- UGA Young Alumni at Sweetwater



What DOES NOT work?

- T-shirt sales/Merch sales
- “Make a gift and get a free drink!”
- Prioritizing getting a gift over meaningful interactions – make sure people feel engaged with the chapter, rather than just “solicited”
- You don’t need Kirby to raise money!
 - Black tie galas are great, but you don’t need to throw a multi-thousand-dollar event or have a big UGA athletic presence in attendance to fundraise for scholarships.



Questions?



Alumni Association
UNIVERSITY OF GEORGIA

<https://alumni.uga.edu/>