What’s Next for Volunteer Fundraising

Marci Paton ’13 MA
Director of Annual Giving

Volunteer Leaders Conference
October 21, 2016
Overview

• Reunion Volunteer Giving

• Chapter Challenge to NOVA Challenge

• Giving Day 2017

• Crowdfunding for Affinity Groups

• Volunteers as Advancement Ambassadors

• Hearing from YOU – Questions & Feedback
Pop Quiz!

What is the #1 Reason Someone Gives?

Because Someone Asked!
Setting the Stage: Participation as our Platform

Every donor makes a difference.
Your gift will take us to the next level. Help us reach our undergraduate alumni participation goal.

www.villanova.edu/makeagift | 1-800-486-5244

19% FY10
21% FY11
23% FY12
24% FY13
25% FY14
26% FY15
27% FY16
28% FY17 GOAL

TOGETHER WE ARE GREATER

FOR THE GREATER GREAT®
THE VILLANOVA CAMPAIGN TO
IGNITE CHANGE
Reunion Volunteer Giving

- Come Back & Give Back
- Annual Peer to Peer Model
- Individual Class Goals
- UA Support (AR, AG, PG)
- Multi-Channel Approach
- Committee Contacts are KEY

Only 11% of FY16 Reunion Gifts Came from Direct Mail!
Reunion Year Participation

- Reunion Donor Participation
- University-wide Donor Participation

For the Greater Great®
The Villanova Campaign to Ignite Change
Chapter Challenge to NOVA Challenge

2010
Chapter Challenge
19%

2016
Chapter Challenge
27%

2017
Nova Challenge
28% and BEYOND!
Why Participate?
THE VILLANOVA CHAPTER CHALLENGE

BECAUSE YOUR DOLLARS OPEN DOORS

FINANCIAL AID AND SCHOLARSHIPS
$113M awarded in 2014 - 2015

TECHNOLOGY
71 classrooms equipped for live streaming

LABS
2,500 students use equipment each week

CAREER CENTER
Counsels 2,700 students each year

STUDENT HEALTH CENTER
Open 24/7 each semester

BECAUSE TOGETHER WE ARE GREATER

18,871 donors made gifts of less than $250 last year. This totaled $1.1 million in support.

The Villanova Campaign to Ignite Change
ANNUAL ALUMNI PARTICIPATION GOAL
30%

ALUMNI GIVING

BECAUSE MORE ALUMNI GIVING BACK MEANS:
- More support for our students
- Higher ranks in national publications
- More grants and foundation support
Overview of the NOVA Challenge

• Week-long fundraising campaign: Jan 30-Feb 3

• Targeting alumni via their Club affiliation

• Asking for support of Club Designations in support of Scholarship and Programming

• Goal to increase participation in each Club region by 1% during the week

• Will recognize Clubs with Most $ and Most %
Goals of the NOVA Challenge

Focus on Club Fundraising

Designations with Tangible Impact

Dynamic, Mobile Web Platform

Volunteer Resources provided by UA

Trial-Run for 2017 Giving Day
Giving Day 2017

CELEBRATING 175 YEARS
of Augustinian Catholic education

1842–2017
We are proposing:

- Fall 2017 (September)
- 1% Participation in 24 hours
- 1,842 Donors

To be achieved through:

- Army of Volunteer Ambassadors
- Dynamic, Interactive Communication Plan and Web Platform
- Attention Drawn by Notable Alumni in the Media
Crowdfunding for Affinity Groups

• Launching Spring 2017 for Fiscal Year End
• Web platform for affinity fundraising
• Open to both student and alumni groups
• Application process to award project space
• Definitive timeframe for fundraising
• Success depends on individual outreach
Let your life speak.

Haverford, one of America’s leading liberal arts colleges, offers a one-of-a-kind education. There is no place where students are more trusted, are more directly engaged with their education, and have more opportunity to shape their own path. At Haverford, students are free to let their lives speak.

185 Fords on GiveCampus
2 campaigns running

**Haverford Lacrosse**

**Time to Lift**
For Haverford College

Let’s raise $25,000 for two new in-game shot clocks and a state-of-the-art dumbbell set for the Arn ’76 and Nancy Tellim Fitness Center.

- 32% 66 Donors
- 1 Day Remains $8,004 Donated

**Young Alumni Giving Month**
For Haverford College

Young Alumni Giving Month is a celebration of support from graduates of the last decade during the month of October.

- 42% 385 Donors
- 11 Days Remain $63,932 Donated

**The Class of 1991 Challenge**

**The Class of 1991 Challenge**
For Haverford College

For every $25,000 given (up to a total of $225,000), we will give another $5,000.

By 25th Reunion Challengers
- 92% 160 Donors
- Funded $207,053 Donated
Volunteers as Advancement Ambassadors

- Social Media Ambassadors
- Word of Mouth
- EMMA
- Tool Kits
Questions & Feedback