



REVITALIZING YOUR STUDENT FOUNDATION PROGRAM

June 8, 2017 :: 1:00 - 2:15 p.m. EDT

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Position your student foundation as a selective student group to increase philanthropic awareness and engagement.

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OVERVIEW

Learn to develop a program that harnesses your students' potential, pairs their skills with your shop's vision and other student philanthropy efforts, and supports their own professional goals. Whether you are beginning a new effort or bolstering an existing program, this webcast will equip you with next steps and an arsenal of templates and resources to get the most out of your student foundation.

Throughout the training you will hear how the College of William and Mary was able to successfully combine three dormant and unsuccessful student philanthropy groups into one strong student foundation by:

- Establishing a rigorous student selection process
- Providing extensive and specific training
- Setting transparent and firm expectations

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/revitalizing-your-student-foundation-program



ADDITIONAL RESOURCES

Included with your registration are a number of resources to help jumpstart your program:

- Program proposal
- Nomination email invitation
- Student contract
- Training manual
- Training session outline/presentation
- Meeting calendar
- Meeting agenda
- Budget
- Student info questionnaire
- Student roles and responsibilities

WHO SHOULD ATTEND

Alumni relations, annual giving, and other advancement professionals will benefit most from this training focused on revitalizing or creating a student foundation program.

LEARNING OUTCOME

After participating in this online training, you will be able to position your student foundation as a selective student group to increase philanthropic awareness and engagement.

CONTACT US FOR MORE INFORMATION

Contact Gwen Doyle, Program Manager at gwen@academicimpressions.com or 720-988-1258 if you'd like additional information about the program.



AGENDA

➔ **Setting the Vision**

- Rebuilding a student foundation
- Tying program to institutional and student priorities
- Creating the vision
- Budget

➔ **Recruiting and Building Your Team**

- Deciding on numbers and structure
- Soliciting nominations across campus
- Invitation process
- Interviews

➔ **Training, Meetings, and Setting Expectations**

- Comprehensive fundraising training
- Setting expectations around meetings, dress, and conduct
- Meeting structure and guest speakers

➔ **Events and Involvement**

- Student philanthropy events
- Class gifts
- Donor engagement events

➔ **Looking Ahead - What's Next?**

- Empowering students to write the constitution
- Sub-committee structure
- Developing a brand



INSTRUCTORS

Casey Perkins, Assistant Director of Alumni Programs and Special Events, College of William and Mary

Casey Perkins began at William & Mary as a student and joined the department of University Advancement shortly after graduating in September of 2015. Casey is the Assistant Director of Alumni Programs and Special Events and as the co-advisor for Students for University Advancement. She also serves as the liaison to the Olde Guard, an alumni council comprised of those who have surpassed their 50th reunion. She works strategically to add value to alumni events and programs including Homecoming, reunions, and many others. In her time, she has focused on creating added value, such as cultural, intellectual, and professional programming, as well as social elements.

This effort has carried over into student programming where Casey recognized a need for a sophisticated and strong student group to lead engagement and philanthropic efforts. This webcast has grown out of the work Casey has put into growing a force of students that lead engagement on campus including student programming for undergrads that features substantive value. Currently she is working to develop a student-programming brand to create cohesion between student engagement and philanthropy efforts.

Lyda Stokes, Assistant Director of Student Philanthropy and Recent Graduate Engagement, College of William and Mary

Lyda Stokes joined William & Mary in June of 2016 after obtaining her Masters in Higher Education from The University of Mississippi. Lyda serves as the Assistant Director of Student Philanthropy and Recent Graduate Engagement and is the co-advisor to Students for University Advancement. In her position, Lyda works closely with the Class Ambassador program, working primarily with classes of 2010-2013. In addition, she serves as the staff liaison to the Culture of Philanthropy Subcommittee of the Annual Giving Board, and oversees all student philanthropy initiatives.

Due to Lyda's experience both as a member and graduate advisor to The Columns Society, a prestigious service organization at The University of Mississippi, Lyda saw the need for a strong student group charged with leading student philanthropy at William & Mary. Her experience allowed her to shape and mold Students for University Advancement into the premier organization it is today. Currently, Lyda is pursuing her Ed.D. in Educational Policy, Planning, and Leadership.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
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EARLY BIRD PRICING

Postmarked on or before June 1, 2017. After June 1, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

[REGISTER ONLINE](#) or below.

PAYMENT METHOD:

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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