

Developing Successful Student Philanthropy Events

Jordan Farthing

Please find a list below of additional resources from the *Developing Successful Student Philanthropy Events* webcast. These resources are sample marketing pieces for UNC’s student philanthropy programming. If you wish to print only certain resources, you may click their respective links to jump directly to them in the packet.

Pre-Webcast Resources

1. [Email example # 1](#) – Page 2 – UNC Tuition Free Day Email
2. [Email example # 2](#) – Page 3 – FUND UNC Day Email
3. [Letter to the Editor](#) – Page 4 – Carolina Pride Day
4. [Senior Campaign Video email](#) – Page 5

Post-Webcast Resource

Below is a chart from Jordan Farthing showing renewal rates for senior donors 1-3 years after graduation from UNC – Chapel Hill. The chart shows some of the class years from before UNC had a big increase in senior campaign participation (2004 & 2005) and then some since UNC switched to the senior campaign model and had more participation during senior year.

Class Year	Renewed 1 year after graduation	Renewed 2 years after	Renewed 3 years after
2004	17.27%	10.74%	19.96%
2005	13.88%	11.63%	15.2%
2010	11.56%	14.15%	15.09%
2011	9.21%	12.54%	10.42%
2012	12.07%	10.56%	N/A (FY15)



SEE WHAT YOU CAN
DO FOR CAROLINA.

Today is Tuition Free Day!

Did you know that tuition provides just 12.6% of Carolina's annual revenue? If the University relied solely on tuition for funding, your year would end today (12.6% of the school year is over)!

Join the [Heelraisers Council](#) between **10:30 a.m. – 1:00 p.m.** in the Pit to learn about the importance of *private support* to the University. There will be free food, prizes and many chances to learn about giving back to Carolina.

Leave your legacy as a student and [make a gift](#) to the area of campus you love most today!

Go Heels!
Emily Chalk '16
Heelraisers Council, Event Coordination Chair

P.S. Seniors – come out to Tuition Free Day to make your [Class of 2014 Senior Campaign](#) gift and receive your Tar Heel lapel pin for graduation and Class of 2014 decal!



Give
Now

 UPDATE YOUR INFO |  TWEET THIS

Find us on...





Today is FUND UNC Day!

*Did you know that private gifts and investment income accounted for **17 percent** of Carolina's annual revenue last year?*

Support from Carolina's alumni and friends plays a significant role in shaping the Tar Heel experience. Giving enables Carolina to be the excellent university that we know and love by:

- Providing student scholarships;
- Funding professorships that help retain valuable faculty;
- Contributing to programs like those at the Campus Y and Carolina Center for Public Service;
- And much more!



Come out to FUND UNC Day for a chance to win this T-shirt!

Join the [Heelraisers Council](#) between **11:00 a.m. and 2:00 p.m. in the Pit TODAY** to learn how private donations impact the University. [There will be free food, prizes and chances to learn about giving back to Carolina.](#)

Leave your legacy as a student and [make a gift](#) to the area of campus you love most today!

Go Heels!

Erin Mack '15

Heelraisers Council, Event Coordination Co-Chair

P.S. Seniors – come out to FUND UNC Day to make your [Class of 2015 Senior Campaign](#) gift and pick up your Class of 2015 decal and Tar Heel lapel pin to wear at Commencement.

[Make A Gift](#)

Participate in day of student philanthropy

Updated: 02/20/13 12:42am

TO THE EDITOR:

On Feb. 28, UNC will join nearly 70 educational institutions worldwide to participate in the first-ever Student Engagement and Philanthropy Day.

The initiative, organized by CASE Affiliated Student Advancement Programs (CASE ASAP), is designed to increase student understanding of philanthropy and grow engagement on campuses.

Institutions from the U.S., England, Canada, Australia and other countries will participate in the event through various activities, including “thank-a-thons,” daylong social media campaigns and student video interviews on what giving means to them.

The Heelraisers Council will host a student engagement day, coined Carolina Pride Day, on campus to promote the importance of philanthropy and the pivotal role students play in the act of supporting the University.

It will be hosted in conjunction with the senior marshals. Students, faculty and staff will be encouraged to wear Carolina gear in preparation for the inaugural Carolina–Duke Senior Campaign Challenge that will end the following Friday.

CASE ASAP provides programming, services and resources in advancement, including fundraising and alumni relations, for students and advisers at student alumni associations, student foundations and similar organizations at colleges and universities that are members of the Council for Advancement and Support of Education.

Student Engagement and Philanthropy Day is part of CASE ASAP’s goal to foster and enhance student involvement in all areas of advancement — including fundraising, alumni relations, communications and marketing.

Connor Sullivan '13
Business administration

TOOLS



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THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

CAROLINA ANNUAL GIVING

CLASS OF 2015 SENIOR CAMPAIGN

It's here! It is our last semester at Carolina.

As you reminisce about your time here and embrace each moment of this last semester, consider **giving back to the University that has given you endless opportunities and memories.** View the video below to learn more about how you can make a difference.



You can give **ANY amount to ANY area(s) of campus** that you want as part of the [2015 Senior Campaign for Carolina](#).

Donors who give at least \$20.15 receive a Tar Heel lapel pin to wear at graduation, a class decal and an invitation to the Senior Donor Luncheon (**seniors must give before Friday, Feb. 6 to receive an invitation to the luncheon**).

If you've already given as part of the campaign – thank you! Help spread the word so our class can reach our **48 percent participation goal** and be a record-breaking class in giving.

Go Heels!
Catherine White '15
Senior Campaign Chair

[Make A Gift](#)

CONTACT US

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Give today. Spread the word. #IgivetoUNC

