

DEVELOPING SUCCESSFUL STUDENT PHILANTHROPY EVENTS



Jordan Farthing | University of North Carolina | jordan_farthing@unc.edu



LEARNING OUTCOME


After participating...


...you will be able to design campus-wide events that cultivate a culture of philanthropy.




AGENDA

- UNC's Institutional Context, Program Background and Heelraisers Council
- The Planning Process
- Sample Events
- Marketing Your Events & Stewardship
- Executing Your Programming
- Evaluation
- Lessons Learned

 **ACADEMIC**
IMPRESSIONS 3

 **CHAT**

What are some challenges you face with student philanthropy programming?

 **ACADEMIC**
IMPRESSIONS 4

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UNC'S INSTITUTIONAL CONTEXT, PROGRAM BACKGROUND AND HEELRAISERS COUNCIL



■ ABOUT UNC



- First public university in the U.S. (1793)
- Undergraduate enrollment: ~18,500
- Kiplinger's best value in public education 14 consecutive years
- Public research university



■ UNC'S OFFICE OF UNIVERSITY DEVELOPMENT

- Development and alumni association are separate but with shared database
- Student giving programs housed within the annual giving office
 - Director of student giving position created in FY2009
- Annual giving staff of 8



■ HISTORY OF STUDENT PHILANTHROPY



- Historic senior gift program; began in at least 1900
- Started educational program & recognition society in 2005: Heelraisers Giving Society
- Senior campaign model began in 2007
- In 2008, official student organization started: Heelraisers Council



THE HEELRAISERS STUDENT GIVING COUNCIL



FROM RECOGNITION SOCIETY TO GROUP OF STUDENT AMBASSADORS TO THE DEVELOPMENT OFFICE

- Rebranding
- New goals
- Recruitment process
- Events

To educate and engage UNC-Chapel Hill students regarding the importance of private giving to the University and to facilitate their active philanthropic involvement with Carolina as students and eventual alumni.



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ADVISING YOUR STUDENT AMBASSADORS



KEEP THEM ENGAGED

- Meeting frequency
- Other opportunities to volunteer with office

MAKE IT FUN

- Retreat
- Teambuilding

GIVE THEM RESPONSIBILITY

- Publicity
- Event logistics

LISTEN TO THEIR IDEAS

- Change is good
- Surveys



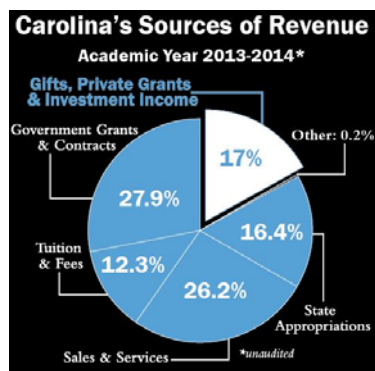
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THE PLANNING PROCESS



WHAT TYPE OF EVENT FITS YOUR SCHOOL?



THINGS TO CONSIDER

- Resources
- Student buy-in/volunteers
- Staffing needs
- Calendar
- Weather
- Revenue sources at school
- School culture



WHAT IS THE GOAL?

CHOOSE YOUR FOCUS

- Private giving
- Tuition
- State funding
- Scholarships
- Thankfulness
- School pride

WHAT'S THE GOAL?

- Education/awareness
- Acquiring student donors
- Getting updated contact info
- Engaging students with donors



GOALS

If Carolina relied solely on tuition for revenue, your year would end today.

9-27-10

STOP
Tuition Ends Here.
annualfund.unc.edu/heelraisers

Tuition covers **JUST 10%** of Carolina's annual revenue.

Learn more in the Pit or by visiting annualfund.unc.edu/heelraisers

Give us your updated contact information in the Pit and be entered to **WIN an Ipad!**

HR

See what **YOU** can do for Carolina.

Incentives to update contact information



GETTING THE WORD OUT

- Emails
- School newspaper
 - Letter to the editor
 - Articles
 - Event calendar
- Social media
- Flyers
- Dorms
- Campus-specific options
 - the “cubes”
 - Computer/TV monitors in certain buildings
- University website



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SAMPLE EVENTS

**TUITION
FREE DAY**

What if
**CAROLINA
SHUT
DOWN
TODAY?**

Tuition Free Day Sponsored by **HR**
HELPAISERS

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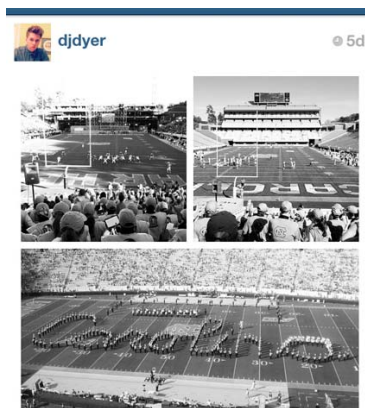
**TUITION
FREE DAY**



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TFD SOCIAL MEDIA PRESENCE



- Facebook event
 - Prize drawings
- Instagram contest
 - #UNCluitionfree
- Student ambassadors share to their networks

RETHINKING TUITION FREE DAY



- Listen to your students
- Rebrand for your school
- Using same stats with different theme

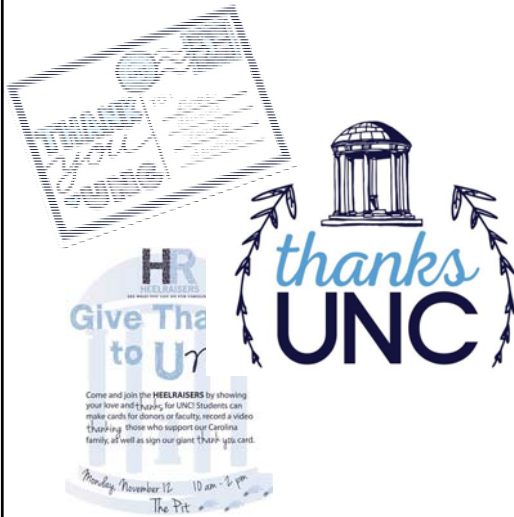


FUND UNC DAY



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**GIVE THANKS
TO UNC DAY**



GOALS

- Engage students in expressing gratitude for the University
- Educate them in the ways private gifts are integral in the things for which they are thankful

Strategic timing: around Thanksgiving



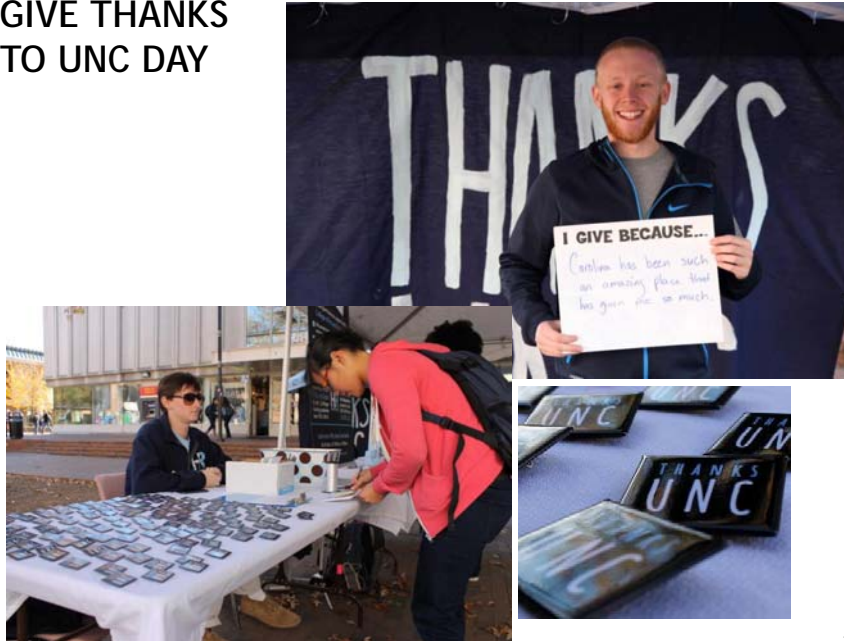
**GIVE THANKS
TO UNC DAY**

THINK BIG!



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GIVE THANKS
TO UNC DAY



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GIVE THANKS
TO UNC DAY

COLLABORATION ACROSS CAMPUS



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GIVE THANKS TO UNC DAY

A LASTING IMPRESSION



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TCU: THANK A DONOR DAY





QUESTIONS

CAROLINA PRIDE DAY



- Encourages students to show their pride for the University
- Connects what we are proud of to giving
- Strategic time of year: basketball season

CAROLINA PRIDE DAY

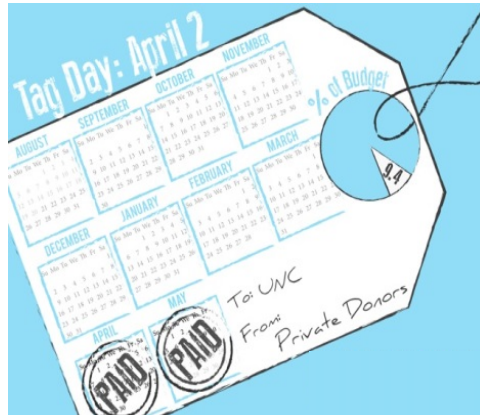


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CAROLINA PRIDE DAY



TAG DAY



- Celebrates the % of UNC's total revenue provided by private gifts & investment income.
- Puts "price tag" on Carolina experience
- Mark places around campus with "tags."

TAG DAY



TAG DAY



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SENIOR CLASS GIVING



HAVING A PRESENCE ALL YEAR

- Be at as many senior events as possible (even those not specifically senior campaign related)
- Utilize peer-to-peer solicitations
- Culmination at Senior Week
 - Bell Tower Climb
 - Last Lecture

SENIOR CAMPAIGN EVENTS

Carolina Cares

I AM 2015 &
I CARE ABOUT...

Scholarships

THE UNIVERSITY
OF NORTH CAROLINA
at CHAPEL HILL



UNCBUCKETLIST.COM

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MARKETING EVENTS & STEWARDSHIP

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RESOURCE



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!




Tuition Free Day




[UPDATE YOUR INFO](#) |
 [TWEET THIS](#)


[Find us on...](#)

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RESOURCE




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!

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RESOURCE

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

[Like](#) [6](#) [Tweet](#) [2](#) [Comments](#) [0](#) [Text size](#) [\[+\]](#) [\[-\]](#)

MORE FROM THE DTH

[Dr. Burke's clinic is enabling for profit](#) FEB 20

[Victim's Assistance Fund provides help](#) FEB 20

[Campus separated from Greek system](#) FEB 20

[Quickhits for Feb. 21, 2012](#) FEB 20

[Step away from the iPad](#) FEB 20

Letter to the editor



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GIVE THANKS DAY WEBPAGE

Upcoming Events

Text: [+](#) [-](#) [\[\]](#) [\[\]](#)


Give Thanks to UNC Day

November 19, 2013
10:30 a.m. – 2 p.m. in the Pit


Join the Heelraisers Student Giving Council in the Pit for "Give Thanks to UNC Day."

Students, faculty and staff are invited to show their appreciation for all of the wonderful things here at Carolina made possible through private support from alumni and friends of the University.

We will have a giant thank you card to sign thanking donors to Carolina, and a photo booth to take pictures expressing your thanks. There will be opportunities to learn about the Heelraisers Council and the ways you can give back to the University.



All faculty and staff are also invited to join us for our **Employee Hour** from 1:00 p.m. to 2:00 p.m. We are so grateful for all that you do and



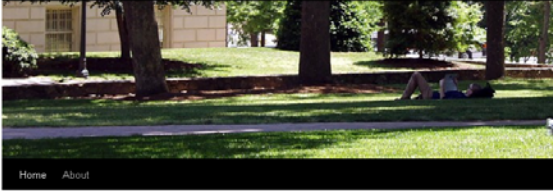
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BLOG POSTS

CLASS OF 2015 BLOG

FROM THE HILL


Carolina On My Mind



Home About

Tuition Free Day is Wednesday

Posted on September 17, 2011 by Lindsay



April

May

June

July

August

September

October

November

December

Tags


psi beta phi (1)

annual (1)

business (2)


Carolina Government (1)

give back (11)




HEELRAISERS SOCIAL MEDIA PAGES

Dina Search, UNC-Chapel Hill



UNC CH Heelraisers Student Giving Education



unc_heelraisers

See what you can do for Carolina. <http://giving.unc.edu/gift>

171 posts 266 followers 84 following

Leave your LEGACY

Support any area of campus that you love!

Create Call-to-Action Liked Message

Timeline About Photos Reviews More

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Academic Impressions

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DIGITAL MARKETING FOR YOUR SENIOR CAMPAIGN

REASONS TO GIVE to the 2015 SENIOR campaign
 You get to pick where your dollars go.

- students
- there are over **7,000** funds supporting
- organizations
- faculty
- programs

You can support ANY area of UNC through the campaign.

RESOURCE

CAROLINA ANNUAL GIVING
CLASS OF THE 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 \$20.00 receive a Tar Heel t-shirt to wear at graduation, a class deal and an invitation to the Senior Donor Luncheon (donors 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 here!
 Catherine White '13
 Senior Campaign Chair

[Make A Gift](#)

CONTACT US
 Jordan Farthing '13
 Director of Student Giving Programs
jordan.farthing@unc.edu
 400 Old 209 • Chapel Hill, NC 27514-2009
 (919) 942-2012 • www.giveunc.edu

One today. Spread the word. #giveUNC

SENIOR
CAMPAIGN
VIDEO



Seniors- YOU make the difference!

<https://www.youtube.com/watch?v=tA75CGpM5a0>



QUESTIONS



STUDENT SWAG



OTHER TOUCHES



- Orientation
- Week of Welcome
- Presentations in classes
- Social media
- Fall Fest (student organization fair)



STEWARDSHIP



SENIOR GIVING INCENTIVES

- At least \$5 - class decal
- At least \$20.15 - class decal and Tar Heel lapel pin to wear on graduation gown

The Senior Donor Luncheon



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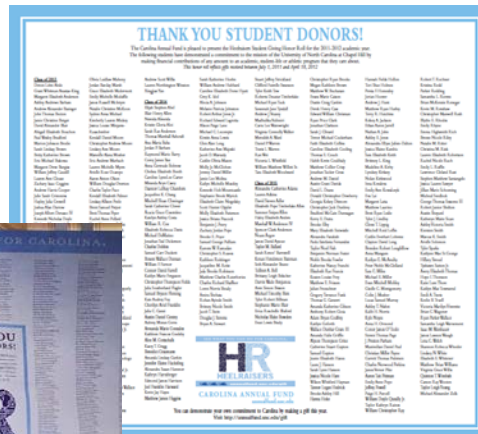
RECOGNIZE YOUR STUDENT DONORS



Student Giving Honor Roll

Carolina's student donors are all around you on campus and are recognized in the Student Giving Honor Roll. From the Class of 2014 just starting their experience at Carolina to the Senior Class of 2011 creating their legacy with the class campaign before graduation, students of all class years are committed to Carolina. Take a look at your fellow students who have decided to help build the tradition of excellence at Carolina.

- Class of 2012
- Class of 2013
- Class of 2014
- Class of 2015



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STUDENT DONOR STUDY BREAKS



As a valuable student donor you are cordially invited to attend our Donor Appreciation Luncheon on Thursday, December 1 from 12-2pm in the Union Multipurpose room. Please [RSVP](#) by Monday, November 21st.

Thank you for your gift to the University this semester. It has an immediate and profound impact at Carolina and for that we are truly grateful.

We look forward to seeing you there! Dress is casual.

Sincerely,
Anna Mullen '12
Heelraisers Council President



QUESTIONS



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EXECUTING YOUR PROGRAMMING



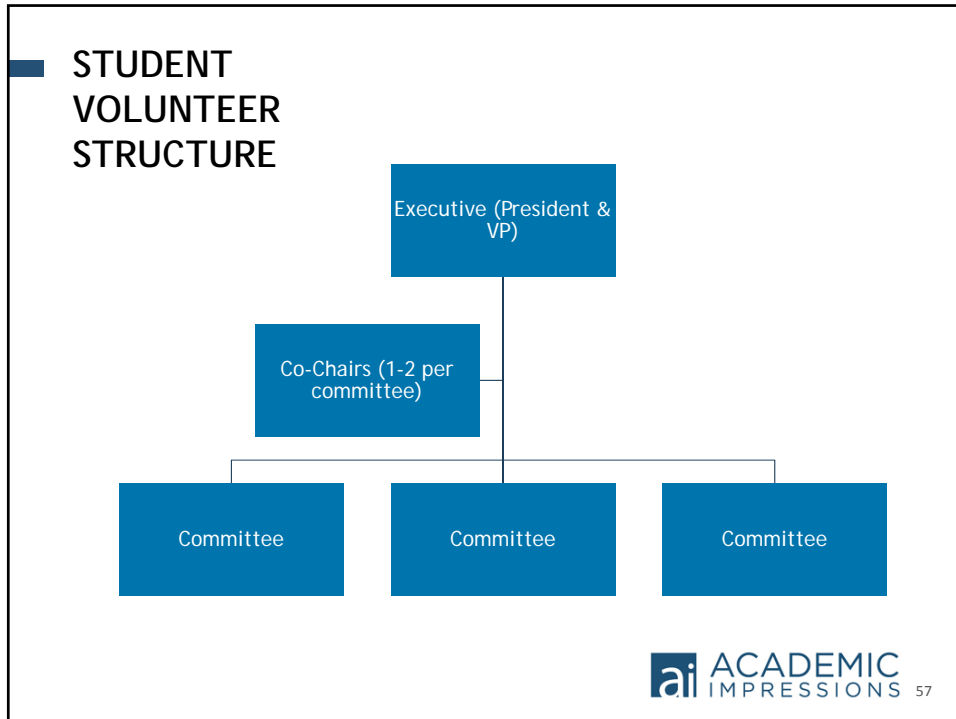
STUDENT RESPONSIBILITIES



- Writing emails & other publicity materials
- Designing graphics
- Event logistics
- Running the events
- Publicizing
 - Social media, flyers, word of mouth

The more involved the better!





PARTNERING WITH CAMPUS LEADERS



- Administration
- Faculty & Staff
- Schools/Units
- Student leaders
 - SBP
 - Prominent organization leaders
 - Athletes
 - Greek life
- Orientation
- Student Affairs
- Career Services
- Alumni Association

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PARTNERING ACROSS CAMPUS



- Invitations to events
- Faculty present in their classes
- Have them wear swag
- Have them place something in their area of campus
- Film them for a video

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SOCIAL MEDIA AMBASSADORS



UNC Library @UNCLibrary · Sep 18
 RT @unc_heelraisers: Tuition Free Day is tomorrow! Learn more in the Pit from 10:30-11 #UNCUtuitionfree fb.me/2r6qFjtgE #UNC
 Expand [Reply](#) [Retweet](#) [Favorite](#) [More](#)



UNC Lineberger @UNC_Lineberger · Nov 19
 Today is Give Thanks to UNC Day! We're grateful for the support of donors who make our work possible. #ThanksUNC pic.twitter.com/XG60CV32gT
[View photo](#) [Reply](#) [Retweet](#) [Favorited](#) [More](#)



Shelby Goerne changed her cover photo. September 13, 2013

Tuition Free Day symbolically represents when classes would end if Carolina relied solely on tuition for its annual revenue.

Tuition and fees only cover 12.6% of UNC's budget and the school year is already 12.6% over as of Sept. 19!

Come visit the Heelraisers in the Pit to celebrate Tuition Free Day and 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.



Morgan Baskett @MorEBaskett · Jan 28
 Proudly supported @UNC_Bands through the @uncseniors2015 Campaign with @catherinefaith5, @bmdunnie, & @jedgar5399 youtube.com/watch?v=fWhyF...



[View more photos and videos](#)

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EVALUATION



SOCIAL MEDIA ENGAGEMENT

#UNctuitionfree
#FUNDUNC
#ThanksUNC
#UNCTagDay
#UNCpride



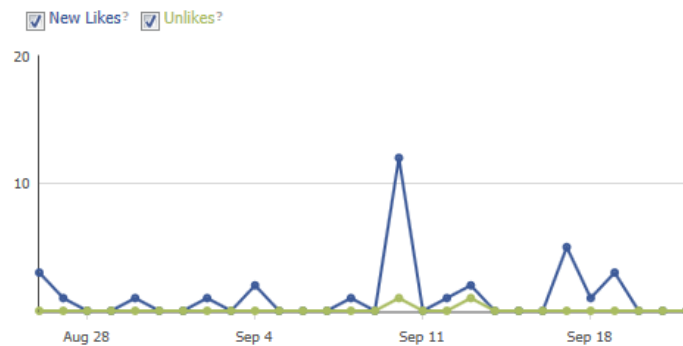
Pam Devia @Pamela_Devia · Nov 19
UNC, thank you for giving me friends and experiences I'll never forget 🍷🍷🍷
#ThanksUNC
Expand

28 likes
gremillionchristopher @unc_heelraisers
#fundunc come out and see the UNC
heelraisers and find out about funding at
UNC #gdtbath

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SOCIAL MEDIA ENGAGEMENT

Where Your Likes Came From



FEEDBACK

- Survey your student volunteers
- Feedback from campus partners
- Notes, pictures, screenshots, etc.
- Random sampling of student population

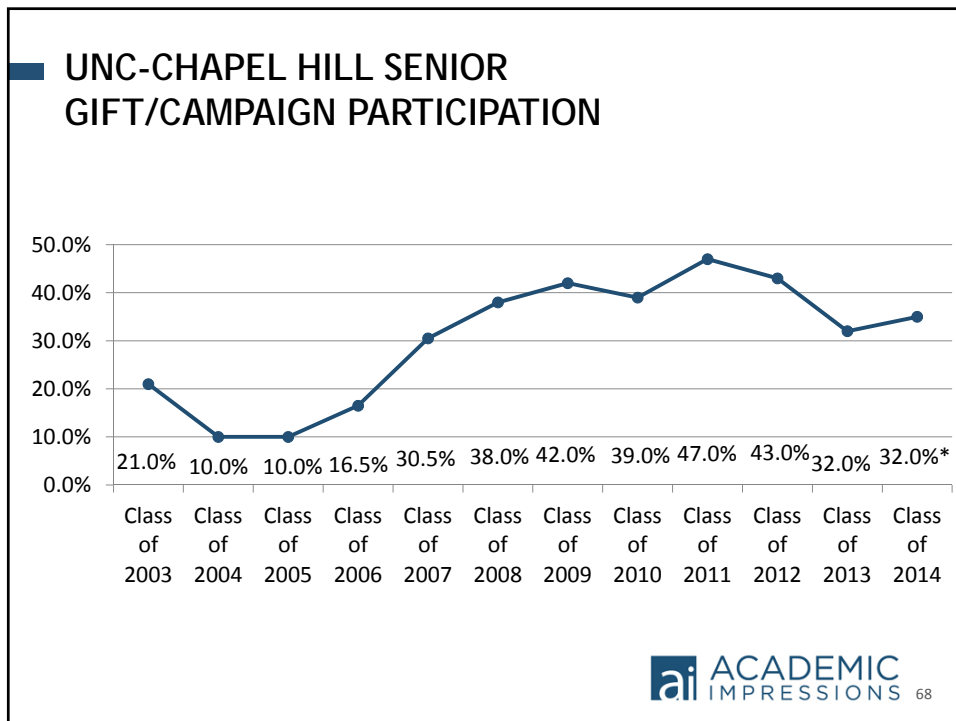
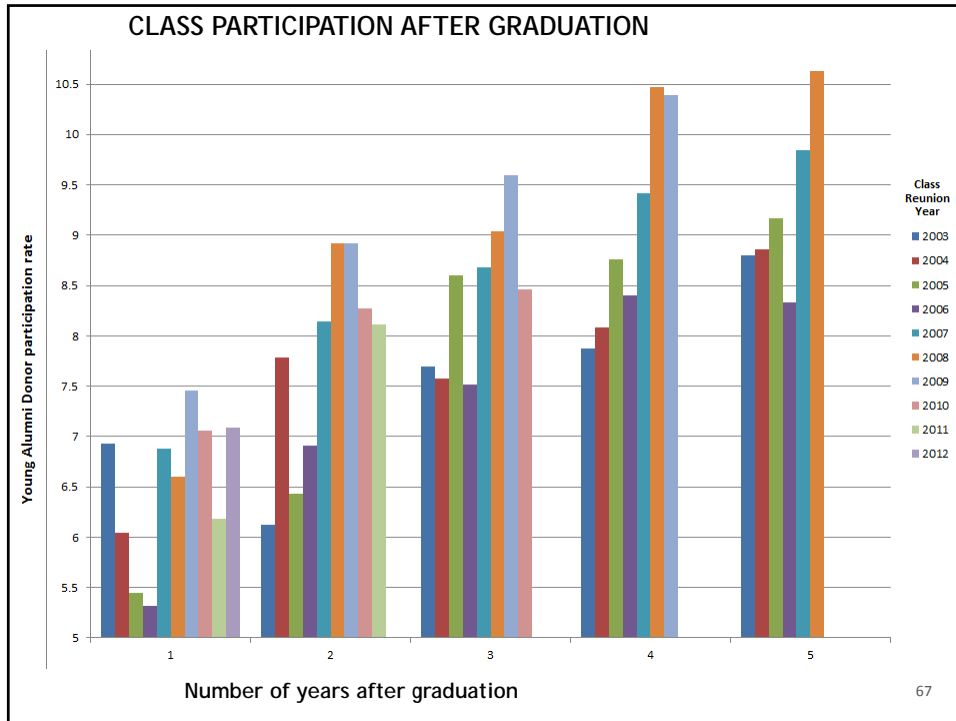
■ IMPACT ON
SENIOR CAMPAIGN



■ LOOK BACK
AT YOUR
GOALS

- Did you get new contact information?
- How many students did you talk to?
- Did you acquire new student donors?
- How much food & prizes did you give away?





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LESSONS LEARNED



■ EVOLUTION BETWEEN YEARS



- Rebranding of events
 - Logos
 - Graphics
- Refocus events
 - Give Thanks Day: from just thanking professors to whole day of thanking UNC
- Structure of student volunteers
 - Application process
 - Committees
 - More leaders
- Outreach



STUDENT BUY IN WILL GROW YOUR PROGRAM



- In the beginning, staff members did all event planning
- Expand programs
 - Do more with more volunteers
- Take advantage: they are students - ask them how to reach their peers!
- Peer-to-peer solicitations



MORE LESSONS

- Don't try to do too much too fast
- Success is measured in different ways
 - Understand your goals for each event
- Work with the resources you have
 - Take advantage of campus partnerships
- Help students lead students



■ TRANSITION FROM STUDENT
TO YOUNG ALUMNUS



RESOURCE

- [Giving.unc.edu/students](https://giving.unc.edu/students)
- [Instagram.com/unc_heelraisers](https://www.instagram.com/unc_heelraisers)
- [Facebook.com/uncheelraisers](https://www.facebook.com/uncheelraisers)
- [Twitter.com/unc_heelraisers](https://twitter.com/unc_heelraisers)
- [Seniors.unc.edu](https://seniors.unc.edu)





QUESTIONS

CONTACT:

Jordan Farthing

Director of Student Giving Programs

UNC-Chapel Hill

jordan_farthing@unc.edu

(919)962-2012



EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

<https://www.surveymonkey.com/s/5BL95MQ>

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