LEARNING OUTCOME

After participating…

…you will be able to strengthen your student philanthropy efforts with a student foundation and student alumni association.

AGENDA

- Institutional Context And Programs Background
- Student Foundation
- Student Alumni Association
- Where to Start & Creating an Organization
- Takeaways and Our Results

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INSTITUTIONAL CONTEXT AND PROGRAM BACKGROUND

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GEORGIA INSTITUTE OF TECHNOLOGY

- 23,109 Students
  - 14,682 Undergraduate Students
  - 8,427 Graduate Students
- 6 Colleges
  - Engineering, business, architecture, science, computing and liberal arts
- Midtown Atlanta Location
- Rated 7th best public university in the United States by U.S. News and World Report

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GEORGIA TECH ALUMNI ASSOCIATION

Georgia Tech Alumni A S S O C I A T I O N®

- 142,774 alumni living and working world wide
  - 46,906 are graduates of the last 10 years
- Separate 501c3 from Institute
- Not dues-based
- Measures of success: Engagement, fundraising, and return on investment
- Alumni participation rate is 18%

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ACADEMIC IMPRESSIONS

GEORGIA TECH STUDENT FOUNDATION

- Established: 1986
- Donors: 6,157
- $1.2 + Million Endowment
- $30K Allocated Annually To Multiple Student Initiatives

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GEORGIA TECH STUDENT ALUMNI ASSOCIATION

- Established: 2010
- Member/Donors: 5,280
- 100 + annual events
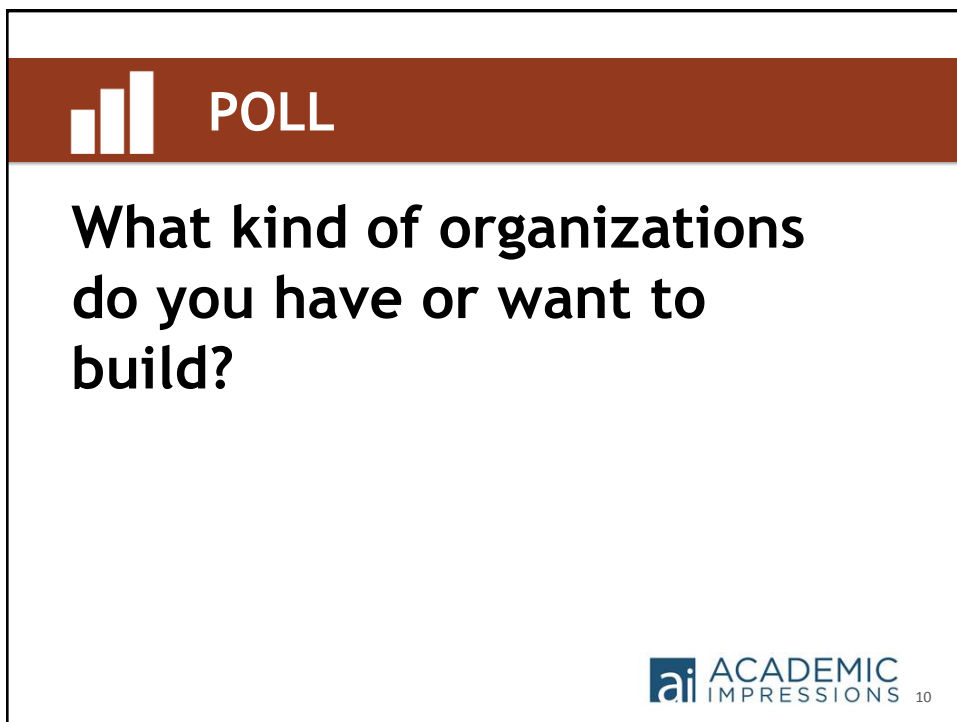- Thousands of connections made to alumni
- $36K given through an annual gifts

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ACADEMIC IMPRESSIONS

WHY STUDENT PHILANTHROPY MATTERS

Philanthropy at Tech

STUDENTS are FUTURE ALUMNI, you must engage them while they're on your campus.

- Builds lifelong loyalty
- Teaches them gratitude
- It's a tradition
- Leaves their legacy

Georgia Tech's Student Alumni Association AND Student Foundations work collaboratively to cultivate student philanthropy.

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9

POLL

What kind of organizations do you have or want to build?

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10

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POLL

What stage of development is your student organization in?

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STUDENT FOUNDATION

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ACADEMIC IMPRESSIONS
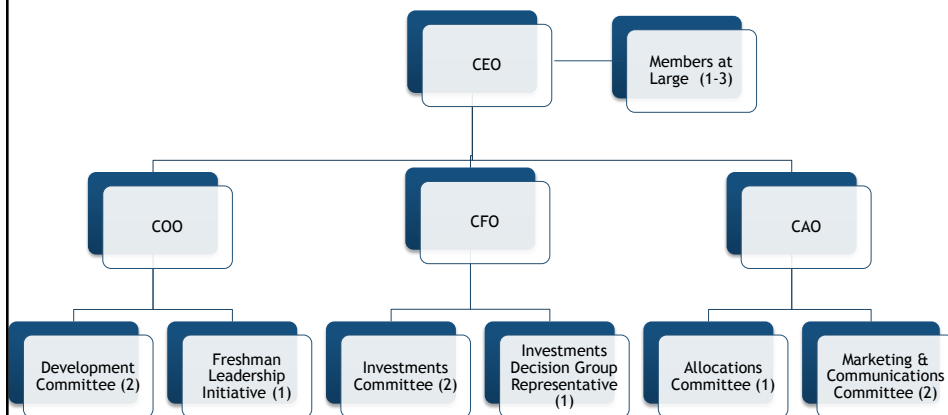
Georgia Tech
Student Foundation

"Moving Forward by Giving Back"
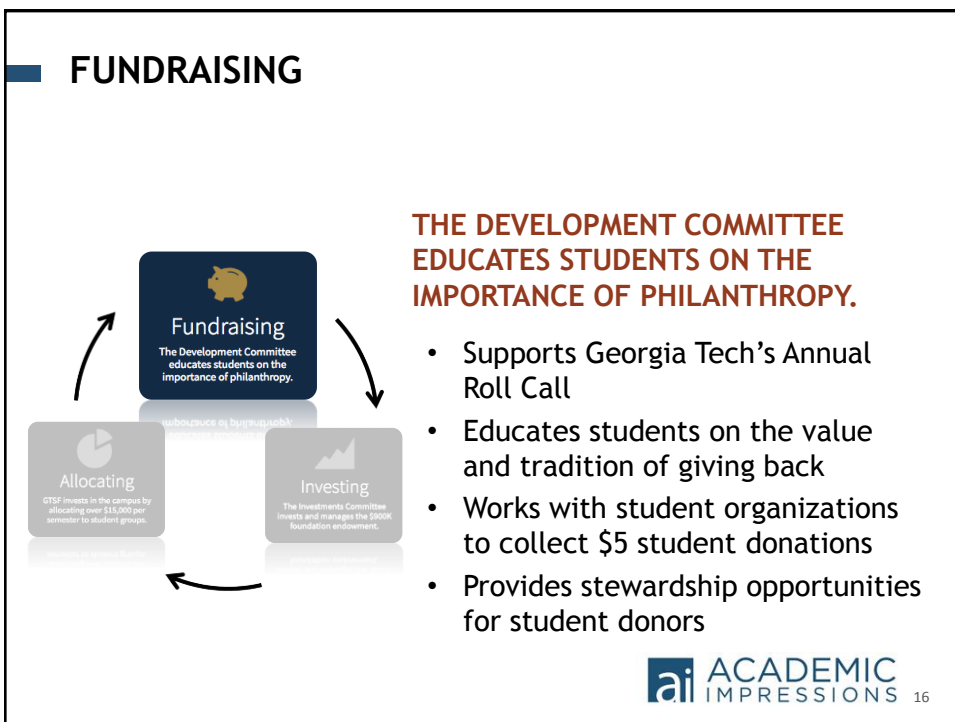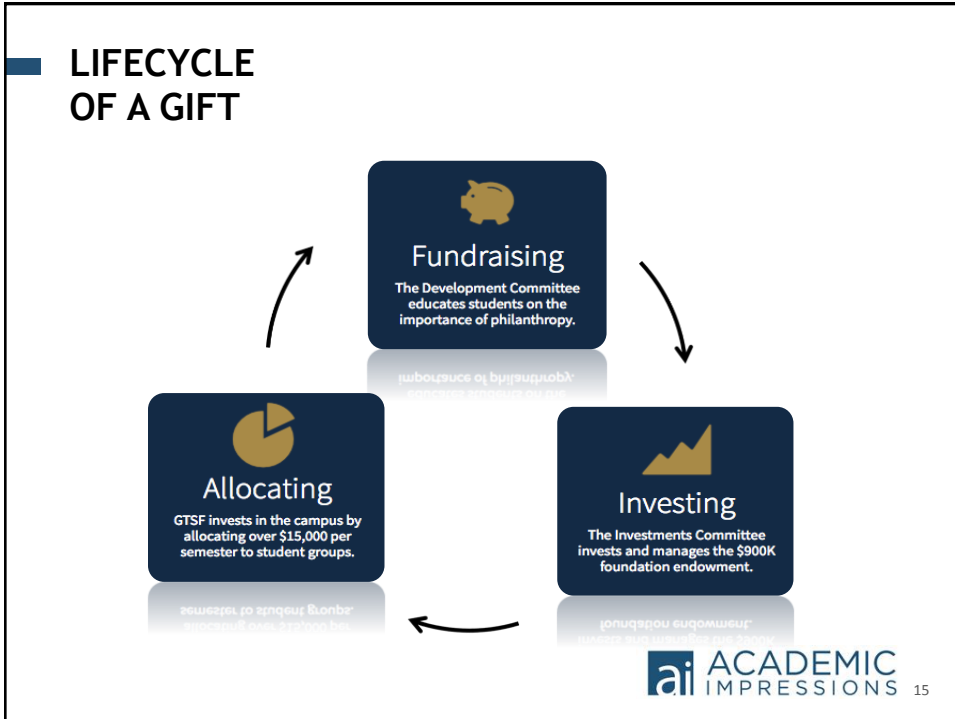
Four Primary Objectives

1. Educate students on the value and tradition
   of giving back to the Institute
2. Enhance the growth and development of student leaders
3. Invest the endowment
4. Allocate to programs and initiatives that improve the student experience at Georgia Tech

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ORGANIZATIONAL STRUCTURE

- CEO
  - Members at Large (1-3)
- COO
  - Development Committee (2)
  - Freshman Leadership Initiative (1)
- CFO
  - Investments Committee (2)
  - Investments Decision Group Representative (1)
- CAO
  - Allocations Committee (1)
  - Marketing & Communications Committee (2)

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LIFECYCLE OF A GIFT

FUNDRAISING

THE DEVELOPMENT COMMITTEE EDUCATES STUDENTS ON THE IMPORTANCE OF PHILANTHROPY.

- Supports Georgia Tech's Annual Roll Call
- Educates students on the value and tradition of giving back
- Works with student organizations to collect $5 student donations
- Provides stewardship opportunities for student donors

DEVELOPMENT COMMITTEE OPERATIONS

Fundraising
The Development Committee educates students on the importance of philanthropy.

Allocating
GTSF invests in the campus by allocating over $15,000 per semester to student groups.

Investing
The Investments Committee invests and manages the $900K foundation endowment.
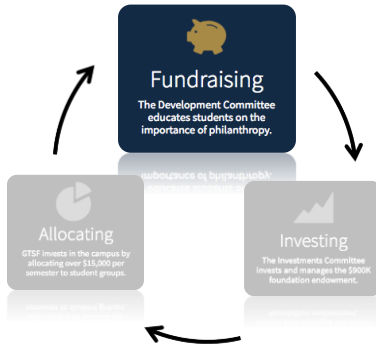
- Structure
  - Two Directors
  - Open Committee (typically 10-15 members)
- Weekly meetings
- Assignment of accounts
- Development Committee Speech
- Partnership with the Student Alumni Association

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DEVELOPMENT COMMITTEE IMPACT

Fiscal Year	Student Donors
2005	1,602
2006	1,791
2007	1,954
2008	2,347
2009	2,397
2010	2,808
2011	4,327
2012	4,918
2013	5,204
2014	5,605
2015	6,157

- Secure gifts from 26% of Georgia Tech Student population
- Increased likelihood of young alumni giving
- Personal development of committee members

ACADEMIC IMPRESSIONS 18

ACADEMIC IMPRESSIONS
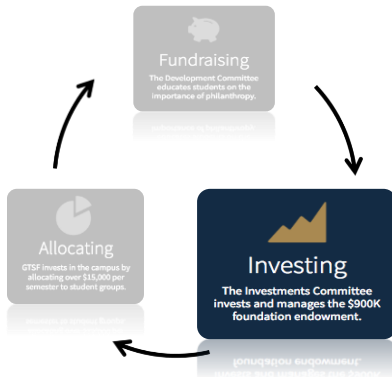
INVESTING

**THE INVESTMENTS COMMITTEE INVESTS AND MANAGES THE $1.2M FOUNDATION ENDOWMENT.**

- Manages the Student Foundation Endowment of $1,200,000+
- Educates student on investing
- Run by an Investment Decision Group

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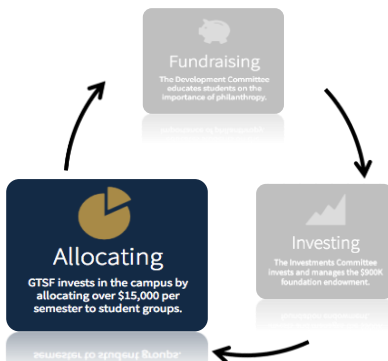## INVESTMENTS COMMITTEE OPERATIONS
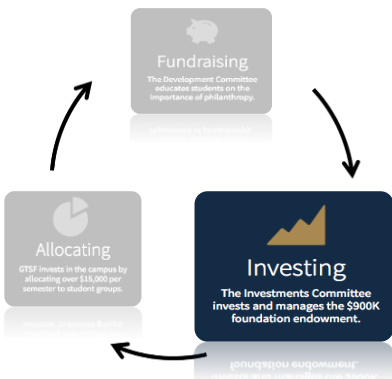
- Structure
  - Two Senior Directors
  - Investment Decision Group (IDG)
  - Sector Analysts
  - Analysts
  - General Members
- Twice Weekly Meetings
- Pitches & Presentations
- Mentorship Program

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INVESTMENTS COMMITTEE IMPACT
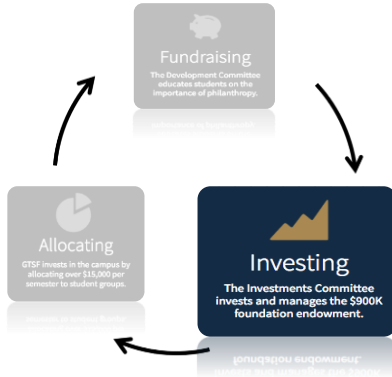
- Has grown endowment from original $100K donation in 1986 to over $1.2M
- Consistently out-performs S&P 500
- Member development & finance alumni
- Financial Programming Committee
  - Finance Career Fair
  - Investment Speaker Series
- Publicity of finance capabilities of GT students

Fundraising — The Development Committee educates students on the importance of philanthropy.

Allocating — GTSF invests in the campus by allocating over $15,000 per semester to student groups.

Investing — The Investments Committee invests and manages the $900K foundation endowment.

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21

ALLOCATING

Fundraising — The Development Committee educates students on the importance of philanthropy.

Allocating — GTSF invests in the campus by allocating over $15,000 per semester to student groups.

Investing — The Investments Committee invests and manages the $900K foundation endowment.

THE ALLOCATIONS COMMITTEE FACILITATES ALLOCATION OF OVER $17,000 PER SEMESTER TO STUDENT INITIATIVES

Provides funding to student groups with novel, philanthropic, and impactful initiatives

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22

ACADEMIC IMPRESSIONS

ALLOCATIONS COMMITTEE OPERATIONS
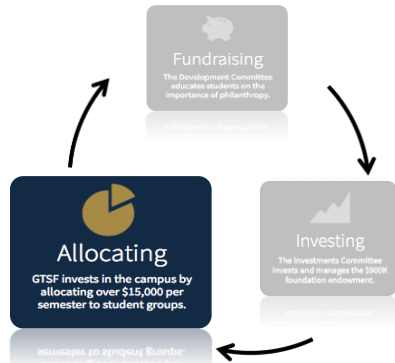
- Structure
  - Standing Committee
    - One Director
    - Open Committee (typically 4-7 members)
    - Coordinates process
  - Voting Committee
    - Comprised of member of Board of Trustees and other committees
    - Decides what initiatives to fund
- Bi-weekly meetings
- Application process
- Contracts & distribution of funding

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ALLOCATIONS COMMITTEE IMPACT
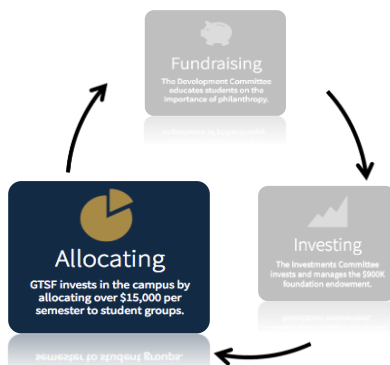
- Provided $650K+ in funding to 375+ student organizations since 1986
- 2014-2015 academic year:
  - $34,082 allocated
  - 100 applications received
  - 30 organizations funded
- Organizations who apply for allocations are asked to invite the Development Committee speak to their organization (closing the cycle)

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? **QUESTIONS**

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STUDENT ALUMNI ASSOCIATION

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"Get Ready for the Real World"

SERVES TO TEACH STUDENTS ABOUT

1. The value of the Tech alumni network to their professional and personal lives
2. The tradition of investing in the future of Georgia Tech by giving back to Tech via participation and support
3. The importance of understanding and preserving GT traditions as well as showing Tech spirit and pride
4. Most importantly, the importance and value of a lifelong relationship with Tech

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ORGANIZATIONAL STRUCTURE

ACADEMIC IMPRESSIONS 28
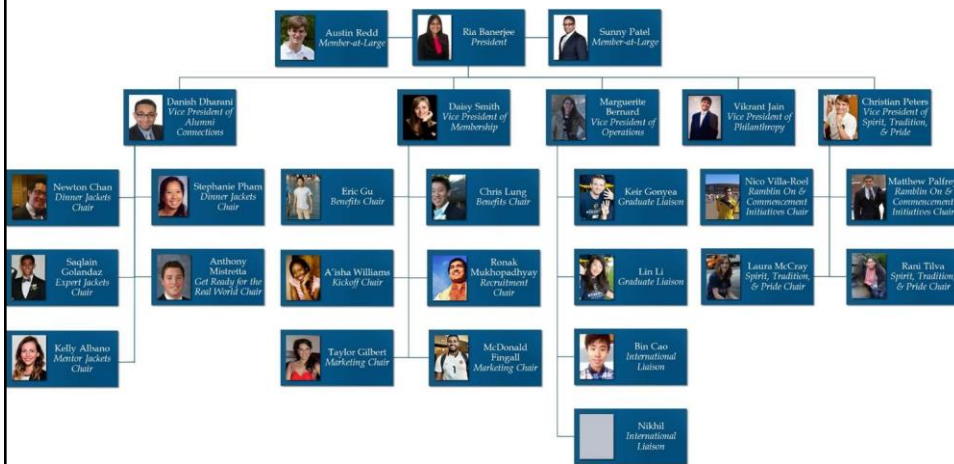
STRATEGIC GOALS

Alumni Connection
- To facilitate meaningful interaction between students and with alumni to demonstrate the value of the Georgia Tech network in students' personal and professional lives

Philanthropy
- To inspire a sense of pride in continuing the tradition of Tech students and alumni investing in the future of Georgia Tech through participation and support

Spirit, Tradition, & Pride
- To instill a strong sense of pride and spirit by educating students about Tech's rich history and traditions

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PROGRAMS AND EVENTS

Alumni Connection	Philanthropy	Spirit, Tradition & Pride
• Mentor Jackets • Dinner Jackets • Expert Jackets • Get Ready for the Real World • Speed Networking • Access to Alumni Association Events	• $5 Donation to Gift to Tech • $5 Donation to Student Foundation	• Tradition Keepers • SAA Spirit Days • Mortar Board Decorating • Ramblin On • Faux Diplomas • Graduating Student Gifts

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PHILANHTROPY

ALUMNI CONNECTION

- 1,200 Mentor Jackets Pairs
- 300 Speed Networking Connections
- 560 Connections through Expert Jackets
- 6 Get Ready for the Real World Events a Semester
- 60 Dinner Jackets Programs a Year
- Endless personal and professional development opportunities for members

SPIRIT, TRADITION, AND PRIDE

MARKETING, MEMBERSHIP, AND RECRUITMENT

- Marketing Strategies
  - Annual Kick Off
  - Focus on Renewing Memberships
  - Focus on Specific Populations
    - First Year Students
    - International Students
    - Graduate Students
    - Graduating Students
- Annual, Year-Round Membership Drive
- Member SWAG & Benefits

SAA GROWTH & RESULTS

Fiscal Year	SAA Members
2011	2,056
2012	2,762
2013	3,520
2014	4,207
2015	5,285

- 92% of SAA members say the organization met or exceeded their expectations
- 61% of SAA members report SAA has "given them more spirit/pride in the Institute"

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SAA GROWTH & RESULTS

- 63% of SAA members report SAA has "helped them understand the value of giving back to Tech"
- 69% of SAA members report SAA has "helped me understand why I should stay connected to Tech"
- 46.4% of graduating SAA members are "likely" or "very likely" to volunteer their time to Georgia Tech after graduation
- 41.5% of graduating SAA members are "likely" or "very likely" to give back to Tech's Annual Fund, Roll Call

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? QUESTIONS

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WHERE TO START AND TAKEAWAYS FOR YOUR INSTITUTION

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WHERE TO START

- Research what other people are doing
- Research what will work with YOUR students and YOUR Institution's culture
- Research what your institution needs from it's alumni
- Combine concepts and experiments
- Be focused
  - Keep your mission and strategic priorities simple
- Be unique
  - Stand out among what students are already doing
- Share your accomplishments

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CREATING YOUR ORGANIZATION

- Get Buy In
- Structure
- Student Leaders
- Staff
- Budget
- Measuring Impact
- Sustainability

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TAKEAWAYS AND OUR RESULTS

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WHAT WE'VE LEARNED

AVOID PITFALLS

- Have the student voice: they must be involved, empowered, and feel ownership
- Ensure your program(s) fit your organization's mission and let everyone know how it benefits them
- Sell it, sell it, sell it
- Gather support from alumni, staff, campus, etc.
- Don't forget to commit time and resources

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DON'T STOP WITH STUDENTS

- Celebrating "Getting Out"
  - Commencement initiatives
  - Mini Tech Tower Graduation Gift
  - Ramblin' On
  - Alumni Association gives first gift to Roll Call
- Engaging Young Alumni
  - Young Alumni Council
  - Young Alumni Leadership
  - GT GOLD Newsletter
  - Reaching out to past GTSF donors and SAA members
  - Encouraging leadership-level giving

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OUR RESULTS

PHILANTHROPY
- 35.4% of alumni who gave as student gave to Roll Call in FY'14
  - Compared to 14.2% of alumni who did not give as students

ENGAGEMENT
- 80% of Young Alumni Council members are former Alumni Association student organization participants
- Over 70% of young mentors in Mentor Jackets were members of SAA
- 53% of graduating SAA members reported they are *likely* or *very likely* to volunteer to support Georgia Tech

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? QUESTIONS

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🔍 RESOURCE

Learn More About Our Programs

www.gtsaa.com
www.gtsf.gatech.edu

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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/6M5HLBJ

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