

Trends In Annual Giving

CCCU

February 24, 2012

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Trends in Annual Giving

Bob Burdenski
CCCU 2012

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The Phonathon Goes Global

BBC NEWS WORLD EDITION

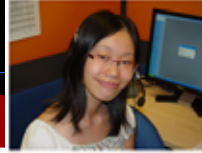
Last Updated: Wednesday, 28 January, 2004, 15:23 GMT

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And it could suggest the direction of other universities they set up support systems for higher fees.

Our Student Ambassadors



Chiew Lei, Science, 2nd year

"It was an enriching experience in the gentle art of teaching the joy of giving. We make a living by what we get, but we make a life by what we give..."



Deborah, FASS, 1st year

"It was a truly fantastic experience, because not only did the alumni provide a view into what NUS was like in the past and gave me good advice for choosing my major, they also made me feel even more proud than I already was of NUS."



Jackson, Computing, 1st year

"Being an IUS Student Ambassador really gives me the sense of belonging, not only to the current NUS student community but also to the alumni. Truly, this history that we created together will never be forgotten but will be a legacy that stays!"



Johnson, Engineering, 3rd year

"After 4 weeks of being a Student Ambassador, I realized that our alumni not only are still part of NUS community but, behind the scenes, support NUS tirelessly."

The Annual Fund Down Under



Help more Australians to
shape the world

By giving back to The University of Sydney through the Annual Fund, you will give the world a new generation of influencers whose core values are integrity and an appetite for hard work – great doctors and nurses, scientists, international business leaders, and Pulitzer Prize winners. You will advance the intellectual and personal growth of thousands of young adults... and help assist in developing them into alumni who will shape the world.



The University of Sydney

Hong Kong's New Matching Gifts



"Many a little makes a mickle."



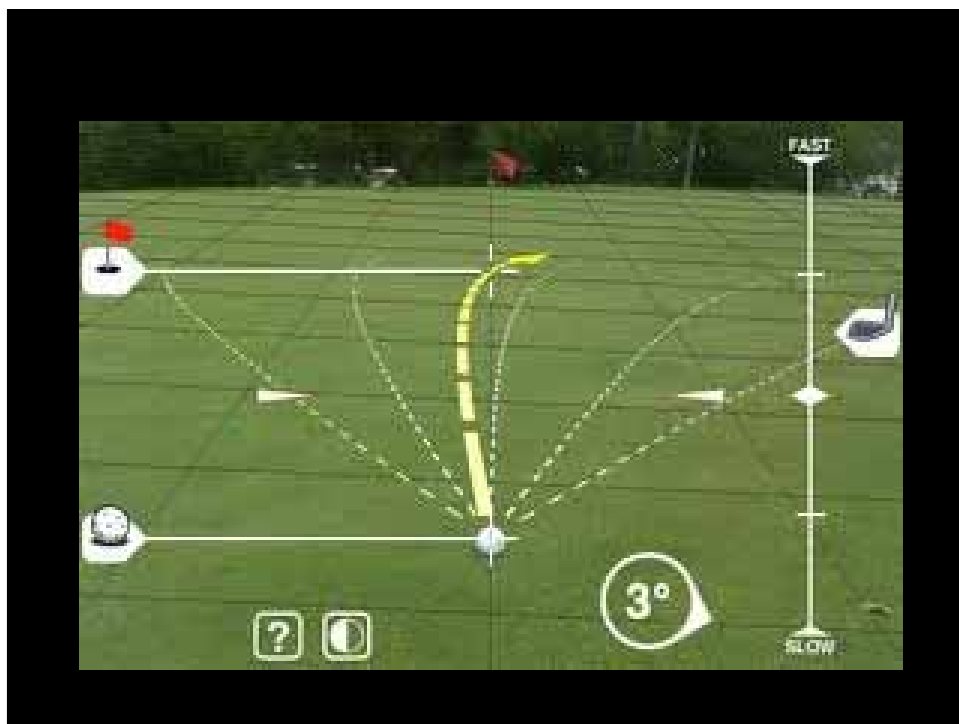


LEADERS

HOLE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
PAR	4	5	4	3	4	3	4	5	4	4	4	3	5	4	5	3	4	4
11 CABRERA	7	11	12	11	10	10	10	10	10	9	9	9	10	10	11	12	12	12
11 PERRY	11	11	11	11	11	11	11	11	11	11	11	12	12	12	13	14	13	12
9 CAMPBELL C.	9	9	10	10	10	10	10	10	10	10	9	10	11	11	12	12	12	12
8 FURYK	8	8	8	7	8	8	8	9	7	7	7	7	8	8	8	8	7	7
7 STRICKER	7	7	7	7	7	7	6	6	6	6	6	6	6	6	7	7	8	8
2 MERRICK	2	2	3	3	4	4	5	5	4	4	4	4	5	6	7	8	8	8
6 KATAYAMA	6	7	7	7	6	6	7	7	7	7	7	8	8	8	9	9	10	
4 MICKELSON	4	5	6	6	7	6	9	10	10	10	10	8	9	9	10	11	9	
3 FLESCH	3	5	6	6	6	6	6	6	6	6	6	6	6	6	7	8	8	8
4 CABRERA	4	5	5	5	5	5	7	7	7	7	7	8	8	9	11	9		
4 WOODS	4	5	5	5	5	5	7	7	7	7	7	8	8	9	11	9		

THRU 17

CAMPBELL C.
PERRY
CABRERA



From FundList...

I'm looking for serious help! I had a meeting with my Manager recently and there are rumblings that we should:

- Scrap our phone-a-thon program, and*
- Get rid of the Annual Fund and focus on using the position for Major Gifts*

I, being the Annual Giving Officer, disagree on both points of course, but it looks like I'm going to have to justify why. Both my Manager and our VP come from the healthcare sector and it's their first time fundraising for a post-secondary institution.

The Responses...

- “How sad this would be to see...”
- “This reads like a horror story. ARGH!! Why do folks propose such things...”
- “Wow! TERRIBLE idea!”
- “...a terrible mistake that would hamper any chance of success for ANY type of fundraising in the long term!”



Other Endangered Or Extinct Species

- Typewriters
- Wine Corks
- Blackboards
- Payphones
- Boom Boxes
- Hotel Keys
- Road Maps
- Photo Film
- Lick-and-Stick Stamps
- Product Manuals
- Subway Tokens
- Moth Balls
- Checkbooks
- Books
- Newspapers

Why Annual Giving?

- We like the gift income
- It's a bridge from affinity to supporter
- One measure of broad alumni satisfaction
- One measure of depth of individual endorsement
- Can be a window on individual interests
- Can be an effective pipeline for major gifts

What Are We Trying To Accomplish?



The Annual Giving Pyramid

Teach Non-Donors The Wave



Cranbrook School's Interim List of Donors

INTERIM ACKNOWLEDGEMENT OF ANNUAL GIVING DONORS THANK YOU!

On behalf of our boys, we are tremendously grateful to have received \$158,000 through the generosity of the donors listed in this Interim Report. Our ongoing success depends, as always, on each one of us. We invite the continued support of the Cranbrook community in helping to realize our target to fully fund the vital projects listed for 2006. We take your support very seriously. It mandates us to ensure that Cranbrook School continues to provide the education for which it has long been celebrated. Every dollar of your gift is directed to your chosen project. Whether large or small all gifts are truly valued by the School. Please help us in reaching our target.

Dr D. Adler & Mrs J. Robinson	Mr & Mrs P.A. George	Mr J. G. MacLennan	Baron Ostry, Mr J. Stewart
Mr R. Ainsland	Mr G. Gilchrist OAM	Mr & Mrs J.E. Martin	Mr & Mrs W.W. Pease
Mr A.L.M. Ashman	Mr A.F. Givney	Mr J.A. (Othello) Mihalas	Mr T.J.M. Reaver
Dr P. Buchanan & Mrs R. Pritchard	Dr W. Mac S. Godwin	Mr J.H.D. Marshall	Mr & Mrs H. Schaff
Mr R. W. Anderson	Mr C. B. Goodwin	Mr A.W. Martin	Dr R. Sichelstein & Mrs T.O'Neill
Mr & Mrs W. B. Aronson	Mr & Mrs J. Gray	Mr J.H. Mason	Mr & Mrs D.G. Sobel
Mr & Mrs J. Atwell	Mr P. Gray	Mr R. Mac G. Maxwell	Mr D.J. Saffell
Mr & Mrs H. Badger	Mr & Mrs A. Green	Mr & Mrs B. Moore-Green	Mr J. Sampson
Mr & Mrs F.J. Barlow	Mr M.P.F. Green	Mr M.B. Macleod	Mr & Mrs A.G. Scott
Mr & Mrs K. Beckman	Mr S. Griffin	Mr R. Mac G. Maxwell	Mr J. Smith-Sorenson
Mr V. Bonasulo	Mr & Mrs G.B. Blackner	Mr R. Mac A. Maxwell	Mr L.W. Stanton
Mr & Mrs S. Berger	Mr W.J. Hamilton	Dr R. Mac A. Maxwell	Mr B.S. Stahl

Enduring Pillars of Annual Giving

- A Motivating Message
- Peers Preferably Involved
- An Effective Way of Reaching The Audience
- An Ability to Collect The Money As Quickly and Easily As Possible
- An Opportunity To Learn About The Donor
- A Donor's Feelings of Satisfaction
- The Ability to Measure and Evaluate Results



A Few Words About Your
Annual Giving Case For Support

Factual, But Inspirational?



Unless you and your fellow alumni can give more generously, ultimately the University will not be able to guarantee your children and grandchildren the same quality of education you received.

We are seeking a gift of \$30 per month from every alumnus who is not repaying a HECS loan. That's less than a dollar a day.

If you're already giving at least that much, please ignore this appeal with our sincere gratitude. Either way, you can look upon it as a voluntary tax. At least it's one tax you know will be wisely spent.

Classrooms and laboratories are more crowded. Professors have less time to spend with each student.
 Yet today's undergraduates will pay on average around 47% of the cost of their education, as against only 23% for students in 1996. What will it be like for the students of 2016? For those of 2026?

Compelling Reasons To Give

	The Present	The Future
The Positive	Opportunity	Vision
The Negative	Crisis	Risk

Heifer International



To help the greatest number of families move toward self-reliance, Heifer does not use its limited resources to track individual animals from donation to distribution to specific families. Instead, your gift supports the entire Heifer mission. We use your gift where it can do the most good by combining it with the gifts of others to help transform entire communities. Heifer's unique community development model has assisted more than 13.6 million families directly and indirectly since 1944 — more than 70.5 million men, women and children. In 2009, a total of 1.53 million were assisted within the four program areas in which Heifer operates. Heifer International is a 501(c)(3) organization. Heifer International is qualified as a charitable organization under Section 501(c)(3) of the Internal Revenue Code. Contributions to Heifer International are tax-deductible to the extent permitted by law. © Heifer International, 2011.

Gift of a Pig: \$120
Share of a Pig: \$10
www.heifer.org/pig

With her earnings, Selva was finally able to free her young from sale to grower markets. And she is now able to invest in Selva's future. "From this project I have been able to pay for school fees and take her to the hospital when she is ill," Selva said proudly. "I can also afford good food and clothing for her."

Learn more about ending hunger at one of our hands-on learning centers in the U.S. Visit www.heifer.org for more details.

Call Toll-Free (800) 422-0755

Abilene Christian



Messiah College

Messiah College Alumni Council video
by messiahcollege



Berea College

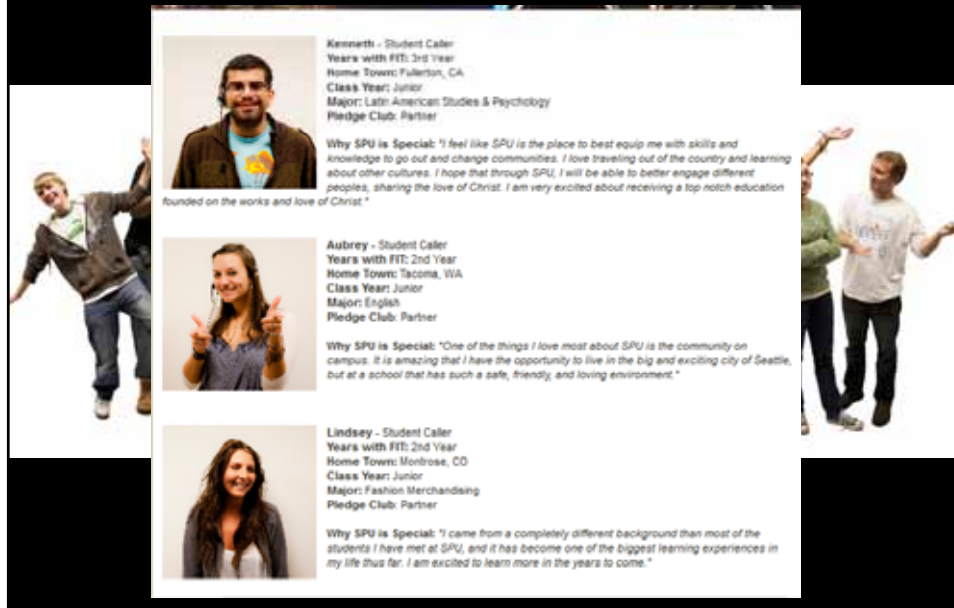
Invest in the Best

Berea College has been named the #1 Liberal Arts College in the country by Washington Monthly magazine. Such recognition would not be possible without the strong belief alumni and friends have in our mission. Because of their loyal, generous support, they share this recognition with the college and thousands of others who have joined together to make Berea a college of distinction. They have invested in the best.

The Washington Monthly rating stands out among the sea of college ranking publications that dot magazine stands across the nation. Many publications that rank colleges and universities use criteria that focus on student test scores, economic data, and peer surveys that tilt the ratings toward elite colleges of wealth. In contrast, the Washington Monthly criteria value social mobility, excellent education, and community service and validate Berea's mission to serve the public good by educating talented low-income students who become service-oriented leaders in Appalachia and beyond.



Seattle Pacific University



Kenneth - Student Caller
Years with FIT: 3rd Year
Home Town: Fullerton, CA
Class Year: Junior
Major: Latin American Studies & Psychology
Pledge Club: Partner

Why SPU is Special: "I feel like SPU is the place to best equip me with skills and knowledge to go out and change communities. I love traveling out of the country and learning about other cultures. I hope that through SPU, I will be able to better engage different peoples, sharing the love of Christ. I am very excited about receiving a top notch education founded on the works and love of Christ."

Aubrey - Student Caller
Years with FIT: 2nd Year
Home Town: Tacoma, WA
Class Year: Junior
Major: English
Pledge Club: Partner

Why SPU is Special: "One of the things I love most about SPU is the community on campus. It is amazing that I have the opportunity to live in the big and exciting city of Seattle, but at a school that has such a safe, friendly, and loving environment."

Lindsey - Student Caller
Years with FIT: 2nd Year
Home Town: Montrose, CO
Class Year: Junior
Major: Fashion Merchandising
Pledge Club: Partner

Why SPU is Special: "I came from a completely different background than most of the students I have met at SPU, and it has become one of the biggest learning experiences in my life thus far. I am excited to learn more in the years to come."

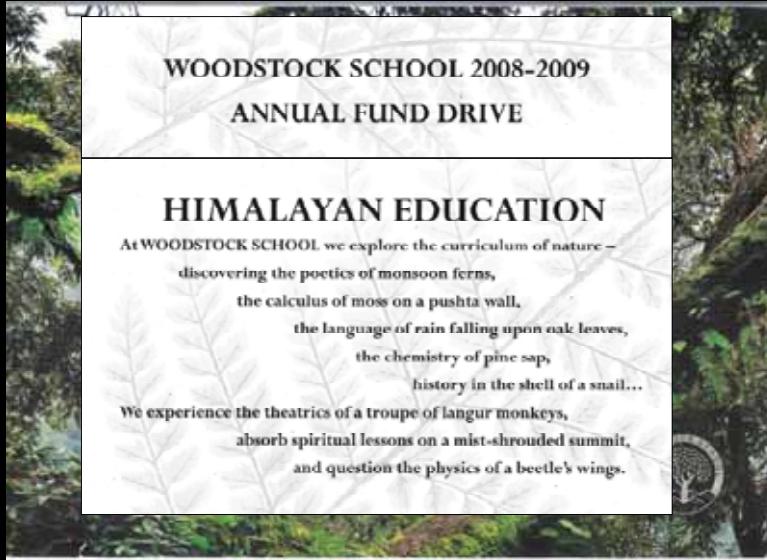
Wesleyan University



An eight-point case for *your support:*

1. Invest in world-class teaching.
2. Help us teach students to ask the right questions for the rest of their lives.
3. Support distinguished research.
4. Affirm the importance of a challenging mix of people and experiences.
5. Imagine students as world citizens.
6. Guarantee a Wesleyan education for those with the greatest potential, not the greatest advantages.
7. Work with us to harness technology to academic innovation.
8. Give to a place where giving makes a difference.

Woodstock School - India



**WOODSTOCK SCHOOL 2008-2009
ANNUAL FUND DRIVE**

HIMALAYAN EDUCATION

At WOODSTOCK SCHOOL we explore the curriculum of nature --
discovering the poetics of monsoon ferns,
the calculus of moss on a pushta wall,
the language of rain falling upon oak leaves,
the chemistry of pine saps,
history in the shell of a snail...

We experience the theatrics of a troupe of langur monkeys,
absorb spiritual lessons on a mist-shrouded summit,
and question the physics of a beetle's wings.



WSJ THE WALL STREET JOURNAL ONLINE

REAL TIME
By JASON FRY

The Case of the Missing White Pages

There's No Directory of Cellphone Numbers, And Perhaps There Never Will Be One
June 16, 2008

In the last six months of 2007, a Centers for Disease Control and Prevention (CDC) headline -- up from 5% in the same period four years earlier -- month, digging into the survey by age shows the decline of 25-29 live in wireless-only households.

But as the headline slides toward extinction, a question: In a cellular world, how do we know?

There's no white pages for cellphone numbers, and it doesn't seem like a trade group hired a company to assemble such a directory, but the majority of customers didn't want it. Subsequent efforts have hired a directory of 90 million mobile numbers amid anger from cellphone users still offers a reverse-lookup service, for a fee.)

In backpedaling, Intelius said that "it's clear the market is still not ready for a replacement."

Web Payments Could Surpass Checks Soon

Alex Bard
Staff Writer
Published: 2006-05-31

[CONTACT](#) [PRINT](#) [EMAIL](#) [BOOKMARK](#)

By the end of this year, the number of bills paid online could surpass the number paid by checks. If you've got a credit or debit card, a computer and an Internet hookup, you're ready to go.

Why fill out the check? Then you have to find the bill and a stamp. If it's close to being a late payment, you have to hurry to the post office, mail it and pray it gets there on time so you can avoid the late fee.

But if you have an Internet connected computer, your bill paying is free, both monetarily and time wise.

According to a recent poll by [Harris Interactive](#), a research firm, the gap between the number of bills paid by check and the number paid online has closed significantly in the past year. More than 37 percent of bills are paid by check; 35 percent are paid online. The remaining 28 percent are paid with cash, debit cards or other payment methods.

Last year, only 25 percent of bills were paid online and 46 percent paid by check.

Banks are now starting to aggressively market online checking, as are utility companies. It saves them personnel costs and gives the consumer a greater sense of control.

JOIN THE DISCUSSION
Would you miss the white pages if they vanished tomorrow? In an ideal world, how would we find contact information for people we don't know? Join a discussion with me and other Online Journal readers.

The principal reason for the calls was telecommuters (particular replacement).

Facebook offers stud

Newsweek

By Sarah Michalos
Summer Editor

In the midst of an online phenom

Whether or not to join Facebook.

Pablo Malavenda, associate dean of 40,000 people in the Purdue commu

Facebook, an online social network f

"Last summer was a big boom with l

Malavenda said that although Facebo

"It's very much like designing a poste

Because of this possibility, Malavend

See You at Reunion. Or Maybe Not.

Adam B. Kushner
NEWSWEEK
Updated: 12:14 PM ET Jun 7, 2008

Before he graduated from Tulane in 2003, Arda

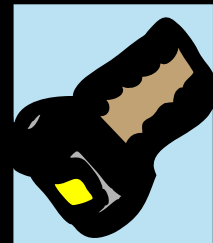

Historically, reunions have used voyeurism as a lure.

That's bad news for colleges: reunions are the most reliable fund-raising tool in their arsenal.

Kodak's Digital Photography

- **La**
bu
me
- **For**
co
bu

Technological change
The last Kodak moment?
Kodak is at death's door; Fujifilm, its old rival, is thriving. Why?
Jan 14th 2012 | NEW YORK AND TOKYO | from the print edition



- **Polaroid to quit the Polaroid business**
By Alan Sircom



- After 60 years of making instant pictures, Polaroid is peeling back from its film photography business. Polaroid quietly stopped manufacturing instant film cameras last year and will cease production of instant film altogether in 2009. The company will instead concentrate on its other interests, including selling Polaroid-branded digital cameras, digital photo frames and LCD televisions.

Let's Review What The Web Offers

- Real-Time Immediacy
- Fewer Constraints Than Paper or Phone
- Strengthened Peer Networking
- A New Canvas For the Case For Support
- New Information-Distributing Capabilities
- New Information-Gathering Capabilities
- Greater Transaction Efficiency (Cheaper!)
- De-Centralized Program Management
- (Potentially) Painless Personalization

Real Time Immediacy

Email Immediacy



- Hamilton's December 31st appeal from Board chair reiterating challenge grant
- "Your gift by midnight tonight"

"Your gift by midnight tonight"

LEAP YEAR CHALLENGE

2008 February Leap Year Challenge - You've Done It!

Classes of 1979-2007 Exceed Their Goal

To heat things up for Hamilton's Annual Fund, Charter Trustee Jack Withiam '71 offered a challenge. **Twenty-nine February days ... twenty-nine classes (1979 - 2007) ... twenty-nine gifts or pledges a day ... for \$29,000!**

Since the goal has been achieved the College will name a **Leap Year Scholar** - a current student who is receiving a Hamilton College grant supported by the Annual Fund. That student's story will be communicated to all February donors who help meet the challenge, which illustrates the tangible value your generosity creates.

Many thanks!! It's who we are.

29 DAYS
29 CLASSES
29 GIFTS/DAY
\$29,000

OREGON EPISCOPAL
SCHOOL



APRIL CHALLENGE



Five alumni have challenged the Dartmouth College Fund:
Bring in 4,000 donors in April and together they will give
a total of \$400,000 in return. [Please join us >>](#)

April Challenge Breaks 1,000: Thanks to our 1,974 donors, the April Challenge has reached its first benchmark. Please, [give today](#).



DePaul's Gift Anniversary Reminder

From: annualgiving@depaul.edu [mailto:annualgiving@depaul.edu]

Sent: Monday, November 28, 2011 4:17 AM

To: Eisenstein, Ron

Subject: It's Your Anniversary



Dear Ron:

I would like to personally thank you for your generous support of DePaul last November. As the university seeks to raise critically needed scholarship support, **we are asking loyal donors and proud alumni such as you, Ron, to give today in order to make a difference in the life of a DePaul student.**

[It's my anniversary! I would like to renew my gift to DePaul today!](#)

Ron, please do not underestimate the value of your financial support. Currently, 80 percent of DePaul students receive some form of financial aid and more than 70 percent of our students work to help finance their education. A scholarship is sometimes the only thing talented students need to fulfill their dream of obtaining a DePaul degree.

Your last fiscal year of giving totaled \$50.54. Please consider giving at this level or increasing your support this year.

Create Your Own Calendar

- Anniversary Date-of-Last-Gift
- Post-Event Attendees
- Short-Term Giving Challenge
- It's "Give To Us" Day
- End of Calendar Year
- End of Fiscal Year
- Other Important Campus Days
- Spontaneous Good News
 - March Madness
 - Nobel Prizes
- In Concert With Other Paper/Phone Appeals

Information Gathering

Who's Raising Their Hand?



Obama's Text Message Mania



seventeen

Try: Fun Quizzes | Hair Ideas | Home

HOME FASHION HAIR+SKIN+MAKEUP HEALTH+SEX+FITNESS DATING

electionista! VOTE

Search This Blog

Paris Hilton Wants to Paint the White House Pink! Electionista Blog Home Under 16? Vote with Selena Gomez!

Posted in: Campaign Trail, Fun Stuff

Be the First to Know Barack's VP!

August 13, 2008 at 1:00PM by [Stephanie Kaplan](#) | 5 comments | [Go to](#)

Are you wondering who Barack Obama's VP pick will be? Well, if you're as addicted to texting as we are (total addicts here!), you can be the first to know!

Just text "VP" to 62262, and Barack will text you his VP pick the second it's announced! And when your friends ask who just texted you? You can say, "Oh, it's just Barack." It doesn't get much cooler than that!

This is the first time a campaign will ever do this, so let's make history! We just want to know: What happens if we text him back?!

You can also sign up at [BarackObama.com](#) to get e-mails about Barack's VP pick and other campaign news as soon as it comes out! Who do you think Barack should pick for his running mate? Will you sign up to get texts from Barack? We want to hear from you!

See who raises their hand...

Orchestras Seek BFF by Cellphone Texts

By DANIEL J. WAKIN
Published: July 21, 2010

Before the [New York Philharmonic](#) presented a concert in Central Park last week, the executive director of the orchestra had an announcement: Audience members could vote for an encore from the evening's soloist by text message. The choices were a [Chopin](#) étude or, in honor of the guest musicians from the Shanghai Symphony Orchestra, a traditional Chinese melody.

[Enlarge This Image](#)



The Chinese melody won, and so did marketers for the soloist, the piano virtuoso [Lang Lang](#). Voters swiftly received a reply offering a discount to "pre-order" his new CD set, "Live in Vienna," and an invitation to follow him

Creighton's March Madness Email



- Sent To All With An Email Address
- Tracked Who Opened It
- Called Them Several Weeks Later



Cornell College's Online Senior Exit Survey

The screenshot shows a web browser window displaying the Cornell College Senior Exit Survey. The form includes sections for:

- Faculty/Staff:** A text box for listing influential people, with a callout labeled "Key Relationships".
- Classroom:** A text box for listing favorite classes, with a callout labeled "Volunteer Interests".
- Volunteer Interests:** A section with checkboxes for "plan social events in my geographical area", "plan future class reunions", "assist with student recruitment", and "assist with career networking", with a callout labeled "Volunteer Interests".
- Key Activities:** A section titled "Please indicate your preferred affiliation with Cornell College" with checkboxes for various organizations like "Alpha Chi Omega", "Gamma Tau Xi", "Phi Lambda Xi", etc., with a callout labeled "Key Activities".

Two callout boxes on the right side of the image contain the following text:

- The Internet is helping to liberate our ability to collect prospect-specific information.
- Class-based activities and other fundraising will be enhanced with a greater understanding of each alumnus's own particular interests.

Grand Valley State University

To Receive Your Cap and Gown...

- Provide your cell phone number and email contact info
- Complete a senior exit survey about your favorite memories, faculty, and future alumni volunteer interests
- Film a video message "thank you" to donors
- Consider making your senior gift
- Link with us on GVSU social networking sites (Facebook, LinkedIn etc.)
- Stop and learn about GVSU's alumni association resources



Empire State College

STATE UNIVERSITY
EMPIRE STATE COLLEGE
Celebrating

Share 9

Share Your

As pa
share
Perha
reme

Feel free to comment
your graduation. Alum

I hope to see you at or

Best,

Alan Davis
President
SUNY Empire State Co

Sean Gibbons says:

[September 7, 2011 at 8:03 pm](#)

I found a school that started out to be a way to get my degree around my hectic life, but turned out to be much more than that. ESC has such wonderful people to guide you, not only through your degree plan, but also through your life away from school also. Everywhere I turned, there was always a helping hand and a smiling face staring back at you. People like Ken Ferree, Dr. Rose, and many others at the Niagara Frontier Center, made finishing my degree not only obtainable, but memorable. These are the type of people, and friends, that makes ESC stand out and get noticed. I miss you all. Thank you for the memories.

Tonya Boicourt says:

[August 31, 2011 at 12:07 pm](#)

In taking 19 courses in 2 years – 5 semesters total – I can say with confidence that Empire State's CDL program is structured, organized, detailed, inclusive, and extremely well functioning for its' students. Although as I student I was challenged and tested throughout the courses, I learned a great deal about my studies and about myself as a person, student, and professional. Many professors wrote stellar evaluations on my workmanship and it felt and still feels good to know what hard work does get noticed. I recommend ESC CDL for everyone that I know who is thinking of going back to school or taking online courses.

Susquehanna's Every 1 Counts

Susquehanna

EVERY 1 COUNTS The Million Dollar Alumni Challenge

Greek Organizations

Were you a member of a Greek organization during your college career? Those bonds of brotherhood and sisterhood can last a lifetime. We're looking for participation from every Greek to make the Million Dollar Alumni Challenge successful. Select the fraternity or sorority you were a part of here at Susquehanna to see how you can help.

WHICH ARE YOU?

Donate Today

Alpha Delta Pi	Kappa Delta	Phi Mu Alpha Sinfonia
Phi Mu Delta	Sigma Alpha Iota	Sigma Kappa
Tau Kappa Epsilon	Theta Chi	Zeta Tau Alpha

Decentralized Management

REACH OUT TO VOTERS

MAKE CALLS KNOCK DOORS

Neighbor to Neighbor:

Reach Out to Voters in battleground states

Talking directly to voters is the most important way you can help win the election for Barack Obama.

If you are not in a battleground state, we'll give you everything you need, including:

- A list of key voters to contact in battleground states
- A script you can use in your conversations
- An easy interface to report back your contacts

In a battleground state? You can:

- Print lists of voters near you to talk to in person or
- Get phone numbers of key voters to call in your state
- An easy interface to report back your contacts

We have email and phone support, so if you have any questions, we can help.

Watch Jill Biden talk about the importance of phonebanking and make a few calls herself.

Already have an account?
Login

Email Address
Password forgot?
 Remember me
Login

New user?
Create Account

First Name Last Name
Email Address
Password Confirm Password
Zip
Signup

FY 07 Top Ten



Check out the listings below to find out where your class stands in this week's ranking!

You can move your class up the rankings by recruiting your fellow alumni to make a gift to The Penn Fund before the end of the fiscal year on June 30. Celebrate your Penn Pride and start contacting your classmates today!

As of 02/18/07

The Penn Fund's Classes of the Week

Top ten classes by donors

Class	Donors
2007	748
1982	488
1978	401
1972	400
1980	387
1979	369
1981	366
1983	359
1984	353
1985	352

Top ten classes by BFS level donors

Class	Donors
2007	84
1979	66
1982	66
1978	52
1980	52
1981	51
1984	49
1976	46
1998	46
1977	44

Top ten classes by first time donors

Class	Donors
2007	656
2005	50
2006	44
1997	44
2004	39
2002	31
2001	30
1998	26
2003	25
1992	25

Carleton College Class Web Pages

CARLETON COLLEGE
521 Class Members

Fund Raising Progress

Amount Raised	Percent Participation
\$100,000	100%
\$90,000	90%
\$80,000	80%
\$70,000	70%
\$60,000	60%
\$50,000	50%
\$40,000	40%
\$30,000	30%
\$20,000	20%
\$10,000	10%
\$0	0%

Water tower graphic showing \$93,000 raised.

998... ur...


Be part of the 81%!

- Stretch your regular gift for this Reunion.
- A gift of any size counts toward our participation goal.

- Alumni take ownership of class pages, and fundraising as well
- Carleton annually has one of the highest alumni participation rates in the U.S.

Hobart & William Smith College

David Gibbons- Fundraising Page Page Creator: David Gibbons
Page Closes: Jun 30, 2010



About my nonprofit:
[Hobart and William Smith Colleges](#)
Hobart and William Smith Colleges are a student-centered learning environment, globally focused, grounded in the values of equity and service, developing citizens who will lead in the 21st century.

Total raised so far: **\$1,500.00**

[Share this page](#)

[Give now >](#)

[I want to raise money too](#)

My personal message:

Thank you for visiting my Hobart and William Smith fundraising page! The Fund for Hobart and William Smith is a philanthropic priority to me as a GOLD volunteer.

Thanks to the following Alums who have already given to the HWS annual Fund for 2009-2010:

Eli Hamid
Jordan Ouida
David Gibbons

Whether you are an alumnus or alumna of HWS or simply a parent or friend of one, THANK YOU for considering to support The Fund for Hobart and William Smith. It is because of thoughtful gifts to The Fund that HWS can remain such a great place. Let's help continue the tradition of excellence!

Vanguard University



Vanguard University - 438.838.1234

http://www.vanguard.edu/

Vanguard University

ABOUT ACADEMICS ADMISSIONS NEWS & EVENTS ATHLETICS SERVICES GIVE

Welcome Class of 2015

JOIN OUR CLASS OF 2015 FACEBOOK GROUP.

Connect with your class

If you are one of the lucky members of VU's Class of 2015, please join our FB group here, chat and connect with your fellow future classmates right here, right now.

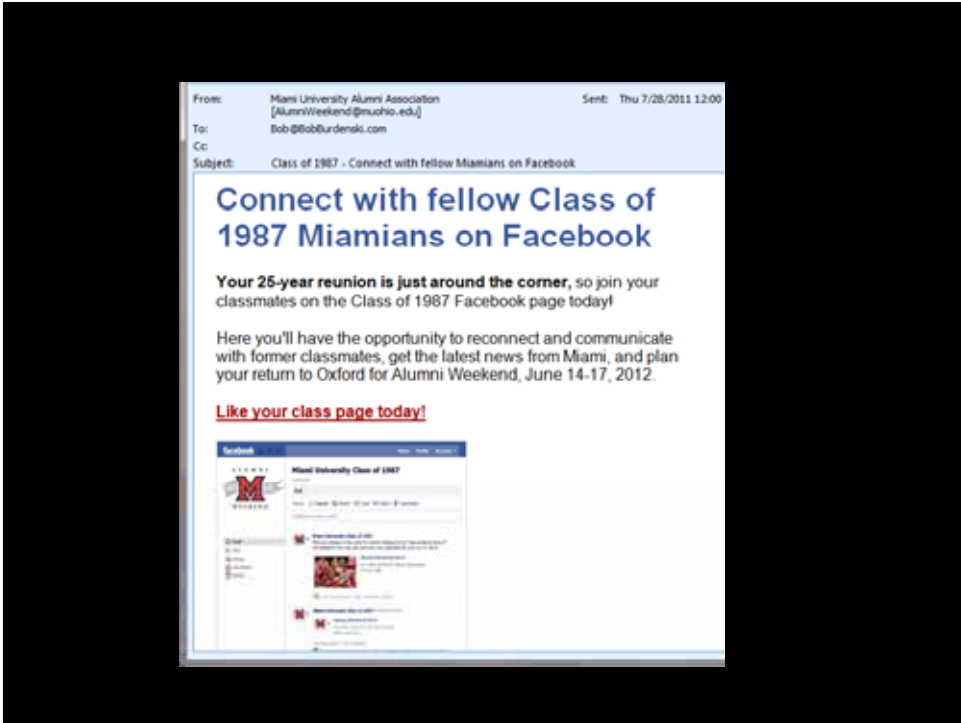
Taming your INBOX

Apply to Vanguard

Prospective Students

Degree Completion

Done



UNCW Facebook Honor Roll





Cal's New Facebook "DonorBadge"

home > giving > online giving form: step 1 of 4

You are on step 1 of 4

- 1 Enter your personal information
- 2 Confirm
- 3 Enter your payment information
- 4 Receive gift receipt

Optional Step:
 Get a Cal DonorBadge for your Facebook profile!

 This is a secure connection.

Give to Cal Online Giving Form

Your gift will be directed to:
The Cal Fund (F70222000)

* = Required Fields

* Amount: \$


Personal information


How did you find this site?

This gift is from an: Individual Business/Organization

Prefix:

The Virtual Volunteer



Abigayle Sloan I just made an online gift to the new library! Get your name on the wall too @GVSUalum @GVSU . <http://t.co/TR56NkR> via Twitter 

49 minutes ago • Like • Comment • Send a message

Real Things To Do On Facebook

- Have an institution Facebook page, link with as many constituents who “like” you as you can
- Put a “share” button on your giving page so donors can tell their friends as they’re making a gift
- See which Facebook Friends are also donors
- Connect with every online donor, if they aren’t already
 - Post a “thank you” message to every donor’s Facebook wall
 - Post ongoing stewardship messages throughout the year

Real Things To Do On Facebook

- Use Facebook to update contact information
- Code everyone your linked with in your database
- Recruit “virtual volunteers” to give and tell their friends on Facebook
- Create a class Web page in conjunction with a reunion year (or, sooner!)
 - Conduct a Facebook-based class giving campaign
 - Connect as many members of a class as possible
 - Use as a framework for young alumni fundraising



- Create Student Awareness of Penn's Institutional Mission
- Engage Students Early And Often In a Campus Family
- Teach Students About The Institution's Finances
- Evoke A Sense of Penn's Traditions and History
- Demonstrate The Depth of Penn's Alumni Community
- Build Volunteer Networks That Will Endure As Alumni



Information Distributing

Lincoln Park Zoo

Alfalfa Appetizers

shop for more items

ITEM	DESCRIPTION	QTY	EACH	TOTAL
	Alfalfa Appetizers	2	\$15.00	\$30.00
	Ants on a Log	1	\$15.00	\$15.00
	Chip Off the Old Treeberg	1	\$25.00	\$25.00

Click to remove an item from your cart
Empty My Entire Cart

Total: \$70.00
[Recalculate](#)

outdoor water tubs stay ice-free all winter long!
Sold out!

Culinary Institute of America

A GIFT THAT WILL CHANGE THE FUTURE

Give your loved ones the gift that will change the course of someone's future or the most precious of all. Easing a student's financial burden through the donation of a scholarship transforms the present and paves the way for a thriving future.

The Gift of a Lifetime
You can create an expendable scholarship in honor of anyone you wish. Or, you can give an unrestricted gift in any amount that we will apply where it is most needed. Sometimes a company will match your donation, doubling your gift. If you have questions, contact Rachel Johnson at ra_john@culinary.edu or 845-451-1603.

Name an Expendable Scholarship: \$5,000

Download \$500 in Gift Cards | Donate Online Now | Call for Details 1-800-225-2299

UC Berkeley



BIG Ideas @ Berkeley
Empowering Cal students to change the world

supported by



Browse Themes

- Art & Culture
- Education / Curricular Innovation
- Entrepreneurship
- Environment & Energy
- Global Development
- Health
- Human Rights & Social Justice
- IT & New Media
- Public Policy
- Science & Technology


Fresh Ideas

The CalTV Project – UC Berkeley’s Online TV Station

To create an outlet for students to produce multimedia content, teach them about digital media tools, and push the boundaries of video on the internet. [Learn more](#)

Need: \$10,000 | 1.00% funded Needed by: May 19, 2008
Themes: Art & Culture | Education / Curricular Innovation | IT & New Media

The Berkeley Project



Our purpose is to achieve three objectives. First, we hope that the many hours of volunteer labor will tangibly enhance the city residents' quality of life and physically improve the city itself. Second, this event will help to forge a more positive relationship between students and city residents. Lastly, our goal is to increase the number of UC Berkeley who consistently partake in community service or volunteer work. We are confident our efforts already have and will continue to build a sense of community pride in Cal students and serve as a gesture of goodwill to bridge the gap between our campus and the community. [Learn more](#)

Need: \$20,000 | 76.17% funded Needed by: October 26, 2007
Theme: Education / Curricular Innovation

The Center for Energy Innovation: An interdisciplinary project of the Berkeley Energy & Resources Collaborative


The environmental challenges we face as a society today are driving increased interest, research, and investment in new energy solutions. As one of the world's leading science and technology universities and home to one of the nation's leading business schools, UC Berkeley is positioned to take a leadership role in the future of the energy industry. Interdisciplinary practitioners are needed. We are proposing a program that will connect current resources and attract these practitioners through courses, scholarships, fellowships, internships, speakers series, field trips, and community building events. The program will produce a new kind of leader and accelerate the pace of energy innovation. [Learn more](#)

Need: \$270,000 | 9.26% funded Needed by: April 30, 2008

Middlebury MiddStart

International Student Scholarship

Total needed: **\$10,000**
Deadline: **Jun 30, 2012**
\$7,900 and 200 days to go



[Details »](#)

Mideast Reports


Total needed: **\$1,225**
Deadline: **Jan 30, 2012**
\$1,215 and 48 days to go



[Details »](#)

Middblog


Total needed: **\$500**
Deadline: **Jan 30, 2012**
\$360 and 48 days to go



[Details »](#)

MALT Dominican Republic


Total needed: **\$2,000**
Deadline: **Feb 04, 2012**
\$1,728 and 53 days to go



[Details »](#)

MALT El Paso

Total needed: **\$2,000**
Deadline: **Feb 04, 2012**



Greater Transaction Efficiency

The Wiki Foundation

Wiki donation results

Name and Comment	Time (UTC)	Amount	Equivalent in USD
Robert Bowden Great to see the spirit of the internet alive and well. Free access and spreading the knowledge-wealth. Long live Wikimedia!	2007-01-20 14:54:14	GBP 5.00	9.87
Anonymous	2007-01-20 14:43:48	GBP 20.00	39.48
Anonymous	2007-01-20 14:32:59	USD 25.00	25.00
John Leech	2007-01-20 13:44:13	USD 10.00	10.00
Andreas Baumbach macht weiter so, keep on going!	2007-01-20 13:25:12	EUR 10.00	12.96
Anonymous knowledge is power...	2007-01-20 13:21:35	EUR 20.00	25.92
Charlie Cole	2007-01-20 13:11:25	GBP 20.00	39.48
Anonymous	2007-01-20 13:09:26	GBP 10.00	19.74
Anonymous	2007-01-20 12:59:37	EUR 10.00	12.96
Anonymous	2007-01-20 12:33:06	DKK 30.00	5.22
TOMOKAZU OKADA	2007-01-20 12:32:04	JPY 5000	41.23
Brian Aucoin great website!	2007-01-20 12:14:00	USD 15.00	15.00
benjamin Raaymakers un grand avenir à wikipedia	2007-01-20 11:31:38	EUR 5.00	6.48
Mengyun Zhou	2007-01-20 11:23:57	CAD 100.00	85.31
Anonymous	2007-01-20 10:43:46	EUR 10.00	12.96
Matthias Rathje	2007-01-20 09:57:36	EUR 5.00	6.48
Camilla Pomeroy	2007-01-20 09:48:21	USD 30.00	30.00
Anonymous	2007-01-20 09:36:17	EUR 25.00	32.40
Tomaz Sorli Wikipedia kicks ass!	2007-01-20 08:56:56	EUR 10.00	12.96
Anonymous Love your work !!	2007-01-20 08:42:11	AUD 10.00	7.88
Richard Foersom Tak for gode artikler og information, hilsen fra DK	2007-01-20 08:12:54	EUR 25.00	32.40
Anonymous	2007-01-20 07:09:27	USD 18.00	18.00
Anonymous For Tracy and her happiness	2007-01-20 06:49:21	USD 25.00	25.00
Dirk Weibel great website	2007-01-20 05:34:03	USD 10.00	10.00
Toshiyasu OGAWA	2007-01-20 05:28:33	JPY 3000	24.74

1 2 3 4 5 6 7 8 9 ... next > last >

- English
- Catalan
- Czech
- Danish
- Dutch
- French
- German
- Hungarian
- Italian
- Japanese
- Norwegian
- Polish
- Portuguese
- Romanian
- Russian
- Spanish
- Turkish



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by
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Wikipedia



From a Wikipedia contributor

Wikimedia Foundation, Inc.


Billing Information  

Required

Description	Terms	Amount
Recurring monthly donation	\$18.00 USD for each month, for 12 installments	\$18.00 USD

Choose a Payment Method

You need a PayPal account for this purchase.

 I already have a PayPal account

I need to create a PayPal account (where available) [Learn more](#)

University of Leeds

- More than 2,000 “regular” donors who are automatically giving to Leeds each year
- Most have indefinite pledge periods – they’re going to keep on giving
- Adrian Salmon calculates their lifetime giving is worth 5x the one-off donor
- The Holy Grail of Retention – The Self-Renewing Donor



Receiving Gifts Online



**SANDHILLS
COMMUNITY
COLLEGE
FOUNDATION**



Make an online donation to the Sandhills Community College Foundation, Inc.

- I want to make a one-time donation.
- I want to make a recurring donation every [What's this?](#)

Gift Information: I'd like to make this donation

- on behalf of
- in memory of

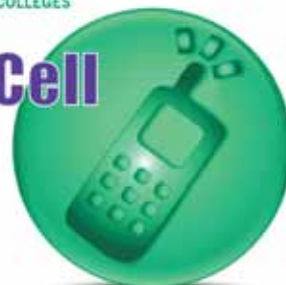
Lafayette College Challenge



HOBART AND WILLIAM SMITH COLLEGES

Give by Cell

Text **HWS**
& your name
to **20222** to make a
\$10 donation to
the Annual Fund
by cell phone.





Text \$10 in 10 seconds to support DePaul student scholarships.
See your mailing label for directions.

Text DePaul XXXX to 20222 to support DePaul student scholarships

1
BLTVV54177XXXBFILC

ECRL0T**R027
P-1 P1

"I have friends from all walks of life, and DePaul embraced that, with the people that attended and some of the teachers that I had."

Michael R. Larson (COM '04)

POS Giving



Your Blinky Button Giving Strategy



CHRIS HAAS, a junior from Noyes, Illinois, looks forward to attending graduate school, then performing in a professional

“Thanks

August 2

PURDUE
PURDUE
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PURDUE
PURDUE

Dear **PIE**

My West was plan! He says much for reasons I

One of n top-notch

Scan the code below with your mobile device for your personal performance from Chris.



ather than expenses.”

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gh to offer a wide class selection and personal attention from each of the



UCLA's Email Stewardship

UCLA Fund

honor

► Welcome to Our Newest Leadership Donors

Students & Young Alumni

► **Seniors Gather to Launch Senior Giving Campaign**

On January 25, the Class of 2006 and the UCLA Fund kicked off the Senior Class Giving Campaign at the third annual Senior Fest. The Campaign goal is to raise \$100,000 in unrestricted funds to support future generations of Bruins through student scholarships, undergraduate research, the recruitment and retention of outstanding professors, and more.

Free In-N-Out burgers enticed students to Bruin Plaza, where Senior Class Giving Committee volunteers promoted this year's theme, "2006 Senior Class Giving—A Sound Investment." Students who contribute \$20.06 or more to the Senior Class Giving campaign will receive music from iTunes © and recognition in the UCLA Fund Honor Roll.

Students can also contribute at senior events such as the Senior Chill on May 9, by pledging support with Senior Class Giving Committee volunteers on campus, or by visiting <http://www.seniorclassgiving.ucla.edu>. The Campaign continues through June 30.

The class of 2006 sets up to break the previous record with a Campaign goal of \$100,000.

Spirited events get students involved in the 2006 Senior Class Giving Campaign.

Pa

February

We've d
health a
made p
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Adalyn J

children's
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Twin transplants
Megan and Ricky Gonzales of San Mateo couldn't understand why their twin baby daughters were growing weaker—until newborn screening revealed a rare and potentially fatal metabolic disorder. Doctors at Packard stabilized the girls right away, and performed liver transplants on them at 14 months. Today, Sophia and Charlotte have a new chance at life.

Surgeons seek kid-sized tools
Surgical tools used on children are often designed for adults. Packard surgeon Sanjeev Dutta, MD, and engineer Pablo Garcia from SRI International recently received FDA funding to create better tools for pediatric procedures. Their entrepreneurial approach offers hope for better outcomes and treatments for even the smallest patients.

Good news about pediatric cancer cure rates
Cancer research and treatment has made tremendous progress over the past 40 years. In this video, Packard's Michael Link, MD, provides insight about the changes in pediatric cancer care he's witnessed throughout his career. Hear from current and past patients in this special PBS News Hour segment.

Bonded through the miracle of transplant
Not many 18-year-olds have received double lung transplants. Tiffany Senter and Emma Greene, who are both battling cystic fibrosis, found a common bond when they recently received transplants at Packard Children's. The fast friends supported each other through the surgery and recovery process.

Smith College's Ginnie Glover Society

WE APPRECIATE YOUR WILLINGNESS TO KEEP REPEATING YOURSELF.

the ginnie glover society

SOCIETY MEMBERS

1998
 Mary Armstrong • Nicole Band • Jennifer Bicker •
 Lauren Beyer • Katherine Bennett • Heidi Carbo •
 Sarah Comstock • Donna Chen • Alex
 Collins • Amy White Crippen • Sarah Cochran •
 Morgan Dwyer • Elise Dwyer • Jessi de la Cruz •
 Autumn de Leon • Jennifer DeLeon • Nicole
 Elchik • Maureen Johnson • Maria Fynn • Megan
 Gardner • Devita Gay • Emily Gilbert • Lisa
 Gillman • Calli Gregory • Elizabeth Grinstead •
 Mary Jane Hardy-Gardner • David Harrison
 Haug • Dorothy Harlan • Lind Hargrove •
 Robert Harlow • Nadia Nery Hernandez •
 Jessica Hoffman • Candice Holt • Amanda Igoy
 Hamilton • Alison Day • Sarah Jemel • Keri
 Johnson • Caroline Kollogg • Kelly Lohman •
 Jilly Kim • Shannon King • Amy Koser • Emily
 Koser • Christopher Johnson • Katherine Larnack •
 Jennifer Ling • Shira Lindman • Suzanne Lock-
 Sverdlov • Amy Lutz • Sarah Le Bone • Yi
 Liu • Arati Lee • Sarah Webb Linder • Katie Liu
 • Caroline Lykes • Lindsay Maki • Sara Makoff •

GINNIE GLOVER, '43 GAVE TO SMITH EVERY YEAR FOR FIFTY-SIX YEARS. NOW, WONDER WE NAMED A SOCIETY AFTER HER. Ginnie Glover's enthusiasm for Smith was unrestricted. So were the gifts she gave the College, beginning with her inaugural gift to the Alumnae Fund when she was still a senior. A scholarship student herself, Ginnie recognized the importance of giving back so that other students could benefit from funds available for scholarships and financial aid, startup costs for programs like Praxis, library acquisitions and technological resources. She would be proud to count you in her company.

SOME HABITS SHOULDN'T BE BROKEN. We invite you to continue your membership in the Ginnie Glover Society by joining the many other Smith alumnae who, beginning in their senior year, give back year after year through gifts to the Alumnae Fund. Membership is not determined by the size of your gift, but by your giving it annually and, well, repeatedly.

WHITWORTH
 A DIVISION OF WHEATON COLLEGE

Join Jerry in giving a gift or two to the Whitworth Fund and
 Happiness Delights will give you one back!

Dear Whitworth friends and colleagues,

A lot has changed at Whitworth since I started working here 11 years ago. Many of you may not know about the closure of the old HUB, the skills of Cabot, or the right corner covering the House of Union and other buildings on campus. (Believe me, it is breathtaking to see projects like Woodchuck Hall completed, and a relief to see the other structures reassembled into one-of-a-kind buildings. I have been proud to be a part of it.)

With all these changes, one thing has always remained the same at Whitworth: our commitment to students. I have been fortunate to work with some of the most gifted individuals and as a father whose son attended Whitworth, I know that the professors are committed to engaging with their students in a way that most would not have experienced as a big university. In many instances have shared love and care shown to Whitworth's great reputation, and a lot of that success boils down to money.

As much as I love my job, one of the hardest things is getting to know students who have known Whitworth because they just can't afford it anymore. After researching these students and knowing how much a Whitworth education costs, I have committed myself to give something back each month to the Whitworth Fund. I know that my contributions help the financial needs of students as well as the general improvement of the campus. Payroll deductions makes it easy for me to donate some money because I never see the money in the first place, but in the end of the year, I know I have done my part.

Each one of us has to help our students succeed, which is why I am asking you to help in this additional way: give me an amount to the Whitworth Fund. A gift is something most of us include in weekly, even daily. But, if each of us dedicated the funds for just a few of those months to benefit the Whitworth Fund, we could be helping our students more than we ever have before.

Thanks for your contribution and have a very Merry Christmas!

Sincerely,
 Jerry P. Penick
 Jerry Penick
 Director

P.S. If you are already done this year, or choose not to give, we'll still gladly give you a hint.

300 West Hawthorne Road • Spokane, Washington 99214 • (509) 327-0200 • www.whitworth.edu

Whitworth College

- Everybody's favorite delivery man makes the annual giving case for support
- Tells faculty and staff: I give to support the college, why don't you?
- Everybody knows him!
- Too often, we try to make the buildings talk (or the VC!)

Involving Board and Advisors in Annual Giving

What's the right level for Leadership Annual Giving?



- Leadership giving should fill the “gap” between direct marketing (phone and mail) and major gift fundraising
- Varies by institution – leadership giving should help to define the “floor” for major gift officers, and a “stretch” for direct marketing donors
- Does the right “range” fit your leadership giving society level?

Bates College Anniversary Survey

- ◆ Puts the focus of the meeting on the (graduation) anniversary year
- ◆ “I know it’s your anniversary year and we’d like to hear your story”
- ◆ Use alumni who are faculty to train new staff going through the survey

RobertBurdenski
AnnualGiving

Carleton College

- ◆ Says in introductory letter that staff member will be contacting to discuss the college with them
- ◆ Explicitly says this will not be a solicitation
- ◆ All bets are off after that...

RobertBurdenski
AnnualGiving

Bob's
Leadership Annual Giving
Presentation:
www.BobBurdenski.com/lag.pdf

RobertBurdenski
AnnualGiving

The Lesson of Starbucks

Starbucks was born from boring coffee.
The Starbucks brand's core identity is not
about a cup of coffee. It's about providing
a great coffee experience.



What's Your Annual Fund Brand?

- Satisfying & Rewarding
- Appreciation
- Community
- Celebration
- *Mutual* Commitment
- Statement of Support

For More Bob



- Download articles and subscribe to Bob's e-newsletter at BobBurdenski.com
- Buy Bob books at CASE.org
- Subscribe to the FundList annual giving discussion listserv at www.Fundlist.Info
- Email Bob: Bob@BobBurdenski.com
- Link him, friend him, fan him





About Bob Burdenski

Bob Burdenski is an internationally-recognized annual giving program consultant for schools, colleges and universities. He is a prolific writer and published author, often appearing in *Currents*, the member magazine of the Council for the Advancement and Support of Education (CASE). He is the author of 2 CASE books: *Innovations in Annual Giving*, which presents ten U.S. case histories of advanced annual giving strategies, and a new CASE book, *More Innovations in Annual Giving, Ten Global Departures That Worked*, which features case histories from institutions around the world.

A recipient of the prestigious CASE “Crystal Apple” award for teaching excellence as ranked by his audiences, he has educated and entertained at presentations throughout the United States, Europe Asia, and Australia including the 2007 CASE Europe Independent Schools Conferences in Dublin, Ireland and the 2008 CASE Asia Pacific Conference in Hong Kong. In 2009, he presented CASE’s first-ever annual giving training program in India. He is also a frequent contributor to CASE’s Online Speaker Series on the subject of annual giving.

Since 2002, he has served as the moderator of FundList, the largest fundraising e-mail discussion listserv in the world, with more than 2,000 development professional subscribers.

Mr. Burdenski has spent 20 years in fund raising serving a variety of educational institutions, religious and human services organizations. He has served as director of annual giving and then director of university development at Cleveland State University, vice president for development at Catholic Charities Corporation in Cleveland, and chief development officer at Notre Dame College of Ohio.

He has served as an annual giving program consultant since 1996, and has served more than 100 clients worldwide over that time. His present and past clients served include:

<i>Alverno College</i>	<i>Indian Institute of Technology</i>	<i>Target Analysis Group</i>
<i>Barnard College</i>	<i>King’s College London (UK)</i>	<i>Tulane University</i>
<i>Boston University</i>	<i>Lawrence University</i>	<i>University of Bath (UK)</i>
<i>Catholic Relief Services</i>	<i>London Business School (UK)</i>	<i>University of California at Berkeley</i>
<i>Central Institute for the Deaf (MO)</i>	<i>Manhattan College</i>	<i>University of Colorado Foundation</i>
<i>Children’s Hospitals and Clinics</i>	<i>Mercersburg Academy</i>	<i>University of Dayton</i>
<i>Chinese International School (HK)</i>	<i>National University of Singapore</i>	<i>University of Idaho</i>
<i>College of Saint Rose</i>	<i>New York University</i>	<i>University of Illinois Foundation</i>
<i>Colorado College</i>	<i>Niagara University</i>	<i>University of Michigan</i>
<i>Columbia University Business School</i>	<i>Pacific Lutheran University</i>	<i>University of Rochester</i>
<i>Creighton University</i>	<i>The Potomac School</i>	<i>University of San Diego</i>
<i>Florida International University</i>	<i>Stanford University</i>	<i>University of Sydney (Australia)</i>
<i>George Washington University</i>	<i>Stanford Business School</i>	<i>Wabash College</i>
<i>International School of Brussels</i>	<i>Syracuse University</i>	<i>Wellesley College</i>

Mr. Burdenski is a graduate of Miami University in Oxford, Ohio, with degrees in finance and accountancy. He resides in Chicago, IL.