

CHAPTER CHAT: OCTOBER 2019

FUNDRAISING RESOURCES AND RECOGNITION
CHAPTER PROGRAMS TEAM

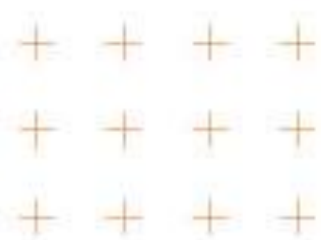
OCTOBER 18, 2019





Chapter Program Updates:

- Chapter Officers Forum
- Holiday Communications
- Alumni Spaces Training
- Game-Watching Challenge
- November Chapter Chat



VIRGINIA TECH

BOUNDLESS IMPACT



give.vt.edu/livestream



The poster features a central grid of 20 gold plus signs arranged in 4 rows and 5 columns. Below this grid, the text "THE CAMPAIGN FOR VIRGINIA TECH" is written in a dark purple, sans-serif font. The word "KICKOFF" is displayed in large, light blue, outlined letters, with a black play button icon centered over the "O". To the right of "KICKOFF", the date "OCTOBER 11" is written in dark purple, followed by "LIVESTREAM BEGINS AT 7:00PM" and the URL "GIVE.VT.EDU" in a smaller, teal font. The Virginia Tech logo, consisting of a stylized "VT" and the text "VIRGINIA TECH.", is located in the bottom right corner. The entire poster is framed by vertical decorative elements on the left and right sides, which appear to be stylized representations of the Virginia Tech maroon and teal colors.

THE CAMPAIGN FOR VIRGINIA TECH

KICKOFF

OCTOBER 11
LIVESTREAM BEGINS AT 7:00PM
GIVE.VT.EDU

VT
VIRGINIA TECH.



BOUNDLESS IMPACT

- Engage more than 100,000 Hokies
- Raise \$1.5 billion to support Virginia Tech's bold vision for the future
- 22% alumni giving participation by 2022 (currently at 13%)
- Tracking / increasing chapter scholarship giving = increased participation!



LEVERAGING CHAPTER SCHOLARSHIPS AND PROGRAMS

- Tools to making chapter scholarship gifts easier
- Tracking gifts you're ALREADY collecting
- Tracking event attendance
- Adding scholarship donations to event registration



MAKING GIFTS

- MobileCause: Text to Give (unique to your chapter)
- VT Giving page (unique link for your chapter)
- Individual checks (made out to VT Foundation, mailed to our office)
- Chapter check (event registrations, collected cash) + list of names
 - DO receive donor credit, NOT tax-deductible

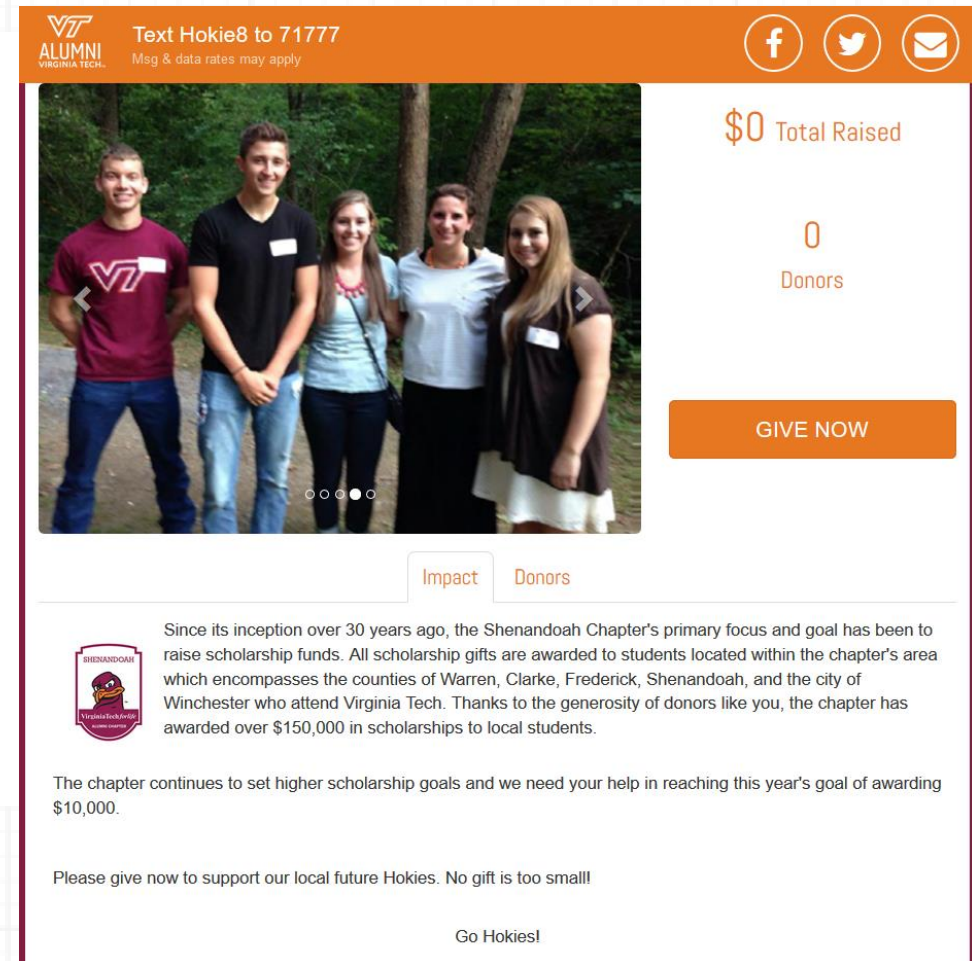


MAKING GIFTS

- EASIEST for donor AND chapter:
MobileCause and VT giving page:
 - receive tax acknowledgement, donor credit, no effort from chapter

MOBILE CAUSE

- Text-to-donate and hyperlink
- User friendly way to give to your chapter scholarships
- Unique chapter profile
- Perfect for events – like game watching parties!
- Tax deductible gift



MOBILE CAUSE



Give now
to help
local Hokie
students!

Text
Hokie8 to
71777
to support
scholarships



Shenandoah Chapter - Virginia Tech Alumni Association

Admin · April 28

Join us at our game watching party on August 31. A generous alum has pledged to give \$10 for each point the Hokies score against Boston College to our local scholarship fund. Join her by making your gift here: <https://app.mobilecause.com/vf/Hokie/>



Sign up to create your individualized chapter scholarship giving page. A unique text-to-give number and link will be provided for your chapter to use to raise funds for your local scholarship account. We encourage you to use this platform at game watching parties and other chapter events.

Please, only submit one form per alumni chapter.

Chapter Name (Ex. "First State" or "Minnesota") *

First Name

Type "Chapter" or "Hokies" depending on how you refer to your chapter. *

Last Name

Chapter Officer Mobile Number

Mobile xxx-xxx-xxxx

Chapter Officer Email *

name@example.com

Chapter Officer Name *

Enter Info

Become a Fundraiser

Sign Up!

https://app.mobilecause.com/join/virginia_tech/Hokie

VT GIVING PAGE

- Individualized link for YOUR chapter scholarship fund
- Tax deductible gift
- Ask your liaison!

Hokies give back. Thank you for your gift.

If you have any questions about this giving form, or need assistance in making your gift, please contact Virginia Tech Gift Accounting at 800-533-1144 or give.to.vt@vt.edu.

My gift details

Select a gift amount:

\$10

\$25

\$50

\$75

\$100

\$250

Other

Gift Frequency:

One-time

Monthly

Gift Cycle:

1st

15th

☐ Apply my donation to an existing pledge ?

Select an area:

Alumni Association

Select a fund:

Other

Designation:

Roanoke Alumni Chapter Scholarship Fund

Add this gift to your cart

Capturing “Missing” Donors

- EASIEST: Use MobileCause and giving page links when possible
- “Pass the Hat” donations
 - Collect name, email address, donation amount (if applicable)
 - Chapter submits ONE check with list of donors
 - Classified as chapter gift, donors receive soft credit (no tax deductible receipt from VT)
- Raffles and auctions
 - “Suggested donation, no donation required to enter, winner picked randomly”
 - Ask for chapter liaison approval of language
 - “Give to Get” or transactional donations - deduct value of prize
 - May use MobileCause or giving page links for payment (hard credit) OR
 - Chapter submits ONE check with list of donors (soft credit)

Event Registration Donations

- Include a flat donation as part of overall registration fee
 - Submit check and list of names
 - Soft credit, no tax deductible receipt from VT
 - Needs to be submitted soon after event to track gifts in real time
- Provide link to giving page AFTER registration is complete
 - Hard credit, donor receives tax-deductible recognition by VT
 - No paperwork needed from chapter



QUESTIONS?