Volunteer Forum 2014

Say Please & Thank You: Solicitation & Stewardship Strategies for Your Network

Saturday, June 5, 2014
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Gift Accounts 101

– Every chapter and every AIG has one

– Default option on every event registration page
Gift Accounts 101

– Benefits to donors
  • Counts towards recognition societies
    – ACS
    – Loyal Scot
    – OOTM
  • Tax deductibility
  • Donors are taken out of solicitation appeals for the rest of the fiscal year (July 1 – June 30)
You’ve asked for it, what can you do with it?

– Case study

Scotch’n’Soda Theatre
You’ve asked for it, what can you do with it?

– How does this apply to regional chapters?
  • Example: Rochester alumni network
    – Collects funds each year for a book award for an incoming freshman
    – Awarded at the annual summer welcome event
    – Awardee chosen at random from students in attendance

– What makes sense for your regional chapters or AIG?
Thanking – just as important as asking!

– You want the truth?

– Case Study: Scotch ‘n’ Soda Theatre 70th Anniversary Initiative
Thanking – just as important as asking!

– So how CAN you thank people?
  • Love a Donor Week – looking to expand participation
  • Thank you emails from chapter & AIG volunteers on an ongoing basis
  • Loyal Scot stickers on nametags at events
  • Discussion – how would you like to be thanked?

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