

Chapter Chat: October 2017

Putting the “Fun” in Fundraising!

Your Host:



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Guest Speaker:



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Chapter Fundraising

- ▶ Chapters raise funds for two primary purposes:
 - ▶ Local scholarship(s)
 - ▶ Operating expenses

Virginia Tech Foundation

- ▶ Scholarships can support not only the local students, but also the university when alumni give directly to the Virginia Tech Foundation with funds being designated to a chapter.
- ▶ The process of donating to chapter scholarships through the VT Foundation:
 - ▶ Chapter gets funds.
 - ▶ Alum/donor gets participation credit by giving directly to the university.
 - ▶ Donor gets tax deduction.
 - ▶ Processing fee of 7%.

How to Raise Funds?

- ▶ We encourage raising scholarship funds by:
 - ▶ Hosting one signature event each year whose primary purpose is scholarship fundraising!
- ▶ Examples:
 - ▶ New River Valley's Wine Festival at VT.
 - ▶ Denver's Wine Tasting and Silent Auction.
 - ▶ Baltimore's Crab Feast.
 - ▶ Richmond's Career Expo.
 - ▶ NCR's Job Fair.

Guest Speaker: Kristina Tomasetti, San Antonio Chapter

- ▶ Examples of best practices from the San Antonio Chapter!
- ▶ Please feel free to ask questions to Kristina!



Scholarship Funds vs Operating Funds

- ▶ How do chapters raise operating funds?
 - ▶ Admission
 - ▶ Donations
 - ▶ Raffles/Auctions
 - ▶ Sponsorships from local businesses

Scholarship Timeline

- ▶ November 1:
 - ▶ Chapter scholarship document updates requested.
- ▶ December 1:
 - ▶ Chapter scholarship document updates deadline.
 - ▶ Post updated chapter scholarship documents.
- ▶ January:
 - ▶ Receive and distribute early decision accepts lists.
 - ▶ Send out first wave of scholarship applications.
- ▶ April:
 - ▶ Receive and distribute regular decision offers lists.
 - ▶ Send out second wave of scholarship applications.
- ▶ May:
 - ▶ Receive and distribute regular decision accepts lists (include scholarship deadline reminder).
- ▶ June 15:
 - ▶ Deadline for scholarship recipient information and deposit.

Advancement Priorities

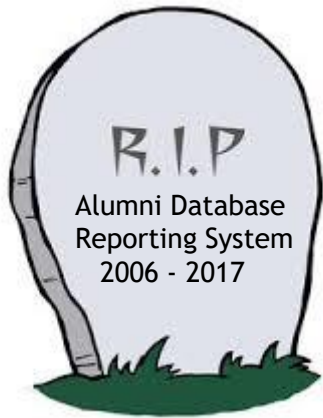
- ▶ As we're discussing today, alumni chapters serve as an extension of Alumni Relations and the Advancement Division and it's important that we're all working towards the same goals.
 - ▶ Scholarships for minority and underrepresented students
 - ▶ Beyond Boundaries Scholarships
 - ▶ Giving Day, March 20, 2018

Questions

- ▶ What are some fundraising ideas for smaller chapters?
- ▶ How can chapters get local communities involved in their fundraising efforts?
- ▶ How does a chapter start fundraising? What is a good kickoff event?
- ▶ Do chapters have scholarship goals?

Announcements

- ▶ Scholarship donation links for each chapter have been created! Be on the lookout for an email soon with more information.



- ▶ Say goodbye to Chapter meeting and event reports as you know them!
- ▶ More information to come soon, but we have heard your feedback and are developing an easier solution!

Upcoming Dates To Be Aware Of

- ▶ Homecoming this weekend!
- ▶ Class of '67 Reunion, Thursday, Oct.19-Saturday, Oct. 21
- ▶ Class of '72 and '77 Reunions, Friday, Oct. 27- Saturday, Oct. 28
- ▶ Class of '82 and '87 Reunions, Friday, Nov. 17- Saturday, Nov. 18
- ▶ Holiday Party Mailers should be submitted now.
- ▶ Next Chapter Chat: Will resume in November where the topic will cover Diversity and Inclusion.

Thank you for all that you do!

On behalf of the Chapter Team and entire VTAA, thank you for your continued hard work and dedication to making our chapter program so great. Your work does not go unnoticed and we are all so very excited to work with you and develop the program even further over this next year!

Go Hokies!

Contact the Chapter Team

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