

# *Chapter Chat: July 2019*

MOBILE CAUSE & GAME-WATCHING PARTIES

CHRISTI LINEBERRY, ASSISTANT DIRECTOR OF CHAPTER PROGRAMS

DEVON SMITH, ASSISTANT DIRECTOR OF ANNUAL GIVING



# Chapter Program Updates

- **Student Send-offs**
- **Game-Watching Parties**
- **New Alumni Welcome Party**
- **Chapter Officers Forum**
- **August Chapter Chat**





# CHAPTER FUNDRAISING

*DEVON SMITH, ASSISTANT DIRECTOR OF ANNUAL GIVING*

*JULY 24, 2019*





# FUNDRAISING TOOLS

# Online Giving

- Each chapter gets a prepopulated hyperlink
- Pay by credit card, PayPal, or Venmo
- One-time or Monthly recurring





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](mailto:give.to.vt@vt.edu).

My gift details

Select a gift amount:

\$10

\$25

\$50

\$75

\$100

\$250

Or enter a gift amount:

\$

25

Gift Frequency:

One-time

Monthly

Select an area:

Alumni Association

Select a fund:

Other

Designation:

Shenandoah Alumni Chapter Scholarship Fund

# Giving Day

- Save the date for 2020:  
Noon on March 17 until Noon on March 18



# VIRGINIA TECH GIVING DAY 2019

## LOCAL ALUMNI CHAPTER SCHOLARSHIPS

00 : 00 : 00  
HRS MIN SEC

**\$2,863,031** RAISED **6,674** DONORS

Local Alumni Chapter Scholarships has raised **\$4,588** from **70** donors!

### LOCAL ALUMNI CHAPTER SCHOLARSHIPS

On Giving Day, we encourage alumni to give to areas of the university that they care about to help keep the university moving forward. Donors can make multiple gifts in a single transaction, so please think about giving to your major's department or a student organization you were in! If you wish to support your local alumni chapter's scholarship fund benefiting incoming Virginia Tech freshmen in your area, be sure to select your chapter's fund on the donation page.

#### About the Alumni Chapter Scholarship Funds

Your support to Virginia Tech Alumni Chapter Scholarship Funds will directly benefit incoming Virginia Tech freshmen in your local area. Alumni chapters are volunteer-led by Hokies in your hometown and your gift helps them make a difference, right at home.



#### Faculty vs. Staff Challenge

When Virginia Tech employees compete, Virginia Tech students win!

#### LEADERBOARD

Please check all your Virginia Tech affiliations

RANK	ANSWER	GIFTS
1	Faculty member	1,340 🎁
2	Staff member	526 🎁

ENDED



# Direct Mail, Email, & Phonathon

- Designate gift to the chapter scholarship fund

# Planned Giving

- Designate gift to the chapter scholarship fund
- Tools:
  - Stocks and securities
  - Will bequests
  - Donor-advised funds
  - Retirement accounts
  - Real estate
  - IRA rollovers
  - Charitable gift annuity
  - Beneficiary designations

# Event fundraising

- Perfect for events - like game watching parties!
- Text-to-donate and hyperlink
- Unique chapter profile



Text Hokie8 to 71777

Msg & data rates may apply



\$0 Total Raised

0

Donors

GIVE NOW

Impact

Donors



Since its inception over 30 years ago, the Shenandoah Chapter's primary focus and goal has been to raise scholarship funds. All scholarship gifts are awarded to students located within the chapter's area which encompasses the counties of Warren, Clarke, Frederick, Shenandoah, and the city of Winchester who attend Virginia Tech. Thanks to the generosity of donors like you, the chapter has awarded over \$150,000 in scholarships to local students.

The chapter continues to set higher scholarship goals and we need your help in reaching this year's goal of awarding \$10,000.

Please give now to support our local future Hokies. No gift is too small!

Go Hokies!



## Table tents



Give now  
to help  
local Hokie  
students!

Text  
Hokie8 to  
**71777**  
to support  
scholarships

## Social media



**Shenandoah Chapter - Virginia Tech Alumni Association**

Admin ·

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/>

## Do this...

- Set up a event fundraising page through VT Alumni

## Not this...

- Set up a crowdfunding site through Go Fund Me

## Do this...

- Set up a event fundraising page through VT Alumni
- Ask people to give to support local scholarships

## Not this...

- Set up a crowdfunding site through Go Fund Me
- Assume someone won't give, or ask for "payment"

## Do this...

- Set up a event fundraising page through VT Alumni
- Ask people to give to support local scholarships
- Have checks sent directly to Gift Accounting

## Not this...

- Set up a crowdfunding site through Go Fund Me
- Assume someone won't give, or ask for "payment"
- Collect checks and send a consolidated payment



## Do this...

- Set up a event fundraising page through VT Alumni
- Ask people to give to support local scholarships
- Have checks sent directly to Gift Accounting
- Encourage employer matching

## Not this...

- Set up a crowdfunding site through Go Fund Me
- Assume someone won't give, or ask for "payment"
- Collect checks and send a consolidated payment
- Leave money on the table

## Do this...

- Set up a event fundraising page through VT Alumni
- Ask people to give to support local scholarships
- Have checks sent directly to Gift Accounting
- Encourage employer matching
- Use Virginia Tech as a resource

## Not this...

- Set up a crowdfunding site through Go Fund Me
- Assume someone won't give, or ask for "payment"
- Collect checks and send a consolidated payment
- Leave money on the table
- Suffer in silence



# *Orange County Chapter*

CHRIS YOUNG, PRESIDENT

# Orange County Chapter

**TEXT “HOKIE9” to 71777**

AND/OR

**VISIT - [givingto.vt.edu/oc-hokies](https://givingto.vt.edu/oc-hokies)**



**DONATE DIRECTLY TO THE OC HOKIES SCHOLARSHIP FUND!  
HELP SEND A LOCAL OC HIGH SCHOOL GRAD TO BLACKSBURG  
EACH FALL, WE’VE MADE IT MUCH EASIER TO CONTRIBUTE,  
DONATE TODAY!!**





VIRGINIA TECH.™

# *Denver Chapter*

# Denver Chapter

- Post/communicate as soon as possible
- VTAA and chapter swag for raffles
- Square board game for donated prizes
  - <https://www.printyourbrackets.com/100squares.html>
  - <https://www.footballsquares.net/pages/help>

Questions?

# Contact the Chapter Team

- Ginny Ritenour
  - Director of Chapter Programs
  - [ginnyr@vt.edu](mailto:ginnyr@vt.edu)
- Katie Marquis
  - Assistant Director of Alumni Relations
  - [kmarquis@vt.edu](mailto:kmarquis@vt.edu)
- Christi Lineberry
  - Assistant Director of Chapter Programs
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