Chapter Chat: July 2019

MOBILE CAUSE & GAME-WATCHING PARTIES

CHRISTI LINEBERGER, 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

https://apps.es.vt.edu/onlinegiving/gift?campaign=AF191213241541W&fund=821077&desc=Shenandoah_Alumni_Chapter_Scholarship_Fund
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

Or enter a gift amount:
- $20

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
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 benefitting 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.
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

https://app.mobilecause.com/vf/Hokie
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!
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/

Table tents

Give now to help local Hokie students!

Text Hokie8 to 71777 to support scholarships

Social media

Shenandoah Chapter - Virginia Tech Alumni Association

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 an 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 an 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 an 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 GoFundMe
• 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
TEXT “HOKIE9” to 71777

AND/OR

VISIT - 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!!
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.printyourbrackets.com/100squares.html)
  - [https://www.footballsquares.net/pages/help](https://www.footballsquares.net/pages/help)
Questions?
Contact the Chapter Team

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