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
THE CAMPAIGN FOR VIRGINIA TECH
KICKOFF
OCTOBER 11
LIVESTREAM BEGINS AT 7:00PM
GIVE.VT.EDU

give.vt.edu/livestream
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
• 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
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/vt/Hokie/
Sign Up!

https://app.mobilecause.com/join/virginia_tech/Hokie
• Individualized link for YOUR chapter scholarship fund
• Tax deductible gift
• Ask your liaison!
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?