



CHAPTER
OFFICERS FORUM

SEPTEMBER 28, 2019





GINNY RITENOUR
Director of Chapter Programs

CHARLIE PHLEGAR
Vice President of Advancement

┌
DEBBIE DAY
Associate Vice President for
Alumni Relations



GINNY RITENOUR
Director of Chapter Programs

Advancement Mission Statement

The Division of University Advancement is committed to informing, engaging, partnering with, and securing financial support from a diverse spectrum of audiences through integrated, strategically aligned communications, engagement programs, and philanthropic opportunities.

We build lifelong relationships that engage the time, loyalty, and intellectual and financial resources of individuals in support of Virginia Tech's aspirations, goals, and broader land-grant mission to serve society.

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Advancement Values Statement

The Division of University Advancement endorses and is guided by the Principles of Community.

We are committed to transparency, collaboration, and consistency in operations between the central offices and those in the colleges and units

We are firmly committed to an audience-centered approach in our communications, engagement, and philanthropic activities

We are committed to a performance-based culture of excellence and accountability as a means of reaching our organizational goals and the personal and professional development goals of our staff

We will strive for continuous program innovation that will support the university's goals and leadership position in higher education



Virginia Tech at
Miami - Game
Watch Party
Saturday, October 5

CHECK IT OUT

The Pittsburgh Chapter of the Virginia Tech Alumni Association is dedicated to united Hokies in the Pittsburgh Metro Area. Please join us throughout the year as we gather to celebrate the spirit of Ut Prosim. Please visit often to learn of new opportunities to meet fellow Hokies at game watch parties, community service events, student send-off parties, as well as many others.

Upcoming Events



Giving Day 2019

- \$2.8 Million with 6,600 individual donors
- 340 ambassadors
- 120 matching or challenge gifts (3x more than 2018)
- Live events in Blacksburg and Los Angeles

Chapters rocked it!

- 189 unique donors
- \$11,635 in gifts to chapter scholarship funds
- Social media presence

Giving Day 2020

March 18-19, 2020





STUDENT SEND-OFFS

44

chapters!

Welcome New Alumni Parties





FOOTBALL GAME
WATCH PARTIES

79

locations!

“Hokie Welcome” Yield Events

HOKIE WELCOME HOSTS:

ALUMNI/CHAPTERS,
PARENTS & OUTSIDE
ASSOCIATES

- John Musaus (Raleigh, NC)
- Bo Hart (Columbia, SC)
- Lindsay Elkins (Columbi, MD)
- Clint Miller (Philadelphia, PA)
- Julie Scanlon (Charlotte, NC)
- Katharine Friguletto (Dallas, TX)
- Mara Kohls (Pittsburgh, PA)
- Chris Bryan (San Antonio, TX)
- Gloria Cardenas (San Antonio, TX)
- Chris Plummer (Jacksonville, FL)
- Karen Plummer (Jacksonville, FL)
- Jamie Douglas (Jacksonville, FL)
- PJ Pietrandrea (Orlando, FL)
- Damon Abruzere (Orlando, FL)
- Fred Gibson (Houston, TX)
- John Orlando (Brooklyn, NY)
- Laurey Brainerd (Lexington, MA)
- Tracey Pence (Los Angeles, CA)
- Nicole Pelliccia (Los Angeles, CA)
- Todd Dale (Orange County, CA)
- Cary Green (Atlanta, GA)
- Hollis Brown (Atlanta, GA)

Hokie Mentorship Connect



Develop



Serve



Connect

Hokie alumni, share your time and talent with our undergraduate students by signing up to mentor. Mentoring creates meaningful, long-term connections between multiple generations of Hokies. It inspires the future workforce through individual or group career exploration and networking.

[SIGN UP TO MENTOR](#)

[Overview](#)

[Benefits](#)

[Ways to Participate](#)

[FAQ's](#)

[Sponsors](#)



Chapter Scholarships
3rd Floor Training Room

Volunteer Recruitment
and Management
2nd Floor Boardroom

Scholarship Luncheon - HAC Terrace
Seat assignments!



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CHAPTER FUNDRAISING AND ADVANCEMENT PRIORITIES



SHELBYLYNN ADAIR

Hokie Club

Annual Fund Giving Coordinator



HEATHER KOPEC
Director of Annual Giving

BRITTANY STAGGERS
Fundraising Acquisition Strategist



GIVING DAY 2020



MARCH 19-20, 2020

- Third Giving Day
- 24 hour period (noon-noon)
- 8,000 unique donor goal

BRAND

VT VIRGINIA TECH.

ARE YOU IN?

DON'T MISS OUT ON VIRGINIA TECH GIVING DAY.
MARCH 19-20 | BE SURE TO GIVE

GIVING DAY
VIRGINIA TECH

We're looking for 5,500 proud Hokies to step forward. Join us for 24 hours of impact and fun. Find opportunities to double the power of your giving. Learn more today.
VT.EDU/GIVINGDAY | #VTGIVINGDAY

GIVING DAY
VIRGINIA TECH

I'M IN!

VT.EDU/GIVINGDAY

GIVING DAY
VIRGINIA TECH

VT VIRGINIA TECH.

ARE YOU IN?

DON'T MISS OUT ON VIRGINIA TECH GIVING DAY.
MARCH 19 | SAVE THE DATE

GIVING DAY
VIRGINIA TECH

ROLE OF CHAPTERS

- Become an ambassador
- Create a social media presence
- Engage throughout the day
- Make a gift
- Have fun!

Milestones for Chapter Officers

- February 1st
 - Chapter toolkit and assets ready
 - Ambassador sign up
- February 18th
 - Ambassador Training
- March 1st
 - Giving Day promotion begins
- March 18th – 19th
 - Giving Day!

Chapter Challenge

- Leaderboard
- Incentives for chapters with the most gifts
- We need your feedback!

Chapter scholarship funds will be represented on the Giving Day Page!

PARTICIPATING GROUPS

ALUMNI SCHOLARSHIP FUNDS	ATHLETICS	COLLEGE OF AGRICULTURE AND LIFE SCIENCES
COLLEGE OF ARCHITECTURE AND URBAN STUD...	COLLEGE OF ENGINEERING	COLLEGE OF LIBERAL ARTS AND HUMAN SCIEN...
COLLEGE OF NATURAL RESOURCES AND ENVIR...	COLLEGE OF SCIENCE	CORPS OF CADETS
FRALIN BIOMEDICAL RESEARCH INSTITUTE AT ...	GRADUATE SCHOOL	HOKIE FAMILY ANNUAL FUND
HONORS COLLEGE	INCLUSION AND DIVERSITY	MOSS ARTS CENTER
MYERS-LAWSON SCHOOL OF CONSTRUCTION	PAMPLIN COLLEGE OF BUSINESS	RADIO IQ WVTF MUSIC
STUDENT AFFAIRS	UNIVERSITY LIBRARIES AT VIRGINIA TECH	VIRGINIA TECH CARILION SCHOOL OF MEDICINE
VIRGINIA-MARYLAND COLLEGE OF VETERINAR...		



AMBASSADORS CHALLENGE

Donate

Area of Support*
College of Engineering

Fund Designation*
College of Engineering Annual Fund

Amount*
\$ 25

Remove this gift

Area of Support*
Alumni Chapters

Fund Designation*
Please select a Fund Designation

Amount*
\$ 250

Remove this gift

Your donation totals \$275. (2 Gifts)

Contact Information

Email*

Billing Address

First Name*

Country*

- Please select a Fund Designation
- Please select a Fund Designation
- Annapolis Alumni Chapter Scholarship Fund
- Atlanta Alumni Chapter Scholarship Fund
- Augusta/Massanutten Alumni Chapter Scholarship Fund
- Austin Alumni Chapter Scholarship Fund
- Baltimore Alumni Chapter Scholarship Fund
- Central Florida Alumni Chapter Scholarship Fund
- Central Pennsylvania Alumni Chapter Scholarship Fund
- Central Virginia Alumni Chapter Scholarship Fund
- Charleston Alumni Chapter Scholarship Fund
- Charlotte Alumni Chapter Scholarship Fund
- Charlottesville Alumni Chapter Scholarship Fund
- Chattanooga Alumni Chapter Scholarship Fund
- Chicago Alumni Chapter Scholarship Fund
- Cincinnati Alumni Chapter Scholarship Fund
- Classic City Scholarship Fund
- Coastal Carolina Alumni Chapter Scholarship Fund
- Columbia Alumni Chapter Scholarship Fund
- Columbus Chapter Scholarship Fund
- Commonwealth Alumni Chapter Scholarship Fund



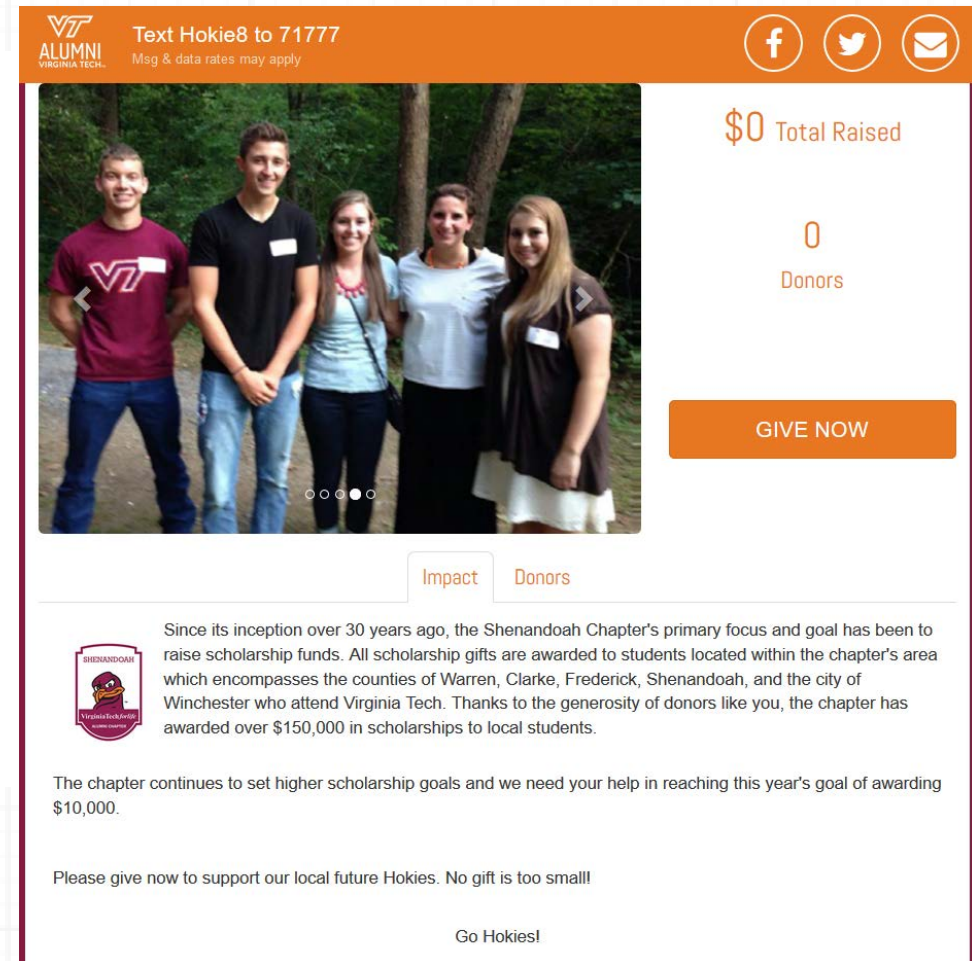
MOBILE CAUSE



<https://app.mobilecause.com/vf/Hokie>

MOBILE CAUSE

- Text-to-donate and hyperlink
- User friendly way to give to your chapter scholarships
- Unique chapter profile
- Perfect for events – like game watching parties!



The screenshot shows a mobile fundraising interface for the Shenandoah Chapter of Virginia Tech Alumni. At the top, there is an orange header with the VT Alumni logo, the text "Text Hokie8 to 71777", and a disclaimer "Msg & data rates may apply". On the right side of the header are icons for Facebook, Twitter, and Email. Below the header is a large photo of five young adults standing outdoors. To the right of the photo, the text reads "\$0 Total Raised" and "0 Donors". Below this is an orange "GIVE NOW" button. Underneath the photo are two tabs: "Impact" and "Donors". The "Impact" tab is selected. Below the tabs is a paragraph of text: "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." Below this text is another paragraph: "The chapter continues to set higher scholarship goals and we need your help in reaching this year's goal of awarding \$10,000." At the bottom, there is a call to action: "Please give now to support our local future Hokies. No gift is too small!" and the phrase "Go Hokies!"

MOBILE CAUSE



Give now
to help
local Hokie
students!

Text
Hokie8 to
71777
to support
scholarships



Shenandoah Chapter - Virginia Tech Alumni Association

Admin · April 28

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/>



Sign up to create your individualized chapter scholarship giving page. A unique text-to-give number and link will be provided for your chapter to use to raise funds for your local scholarship account. We encourage you to use this platform at game watching parties and other chapter events.

Please, only submit one form per alumni chapter.

Chapter Name (Ex. "First State" or "Minnesota") *

Type "Chapter" or "Hokies" depending on how you refer to your chapter. *

Chapter Officer Mobile Number

Chapter Officer Email *

Chapter Officer Name *

Become a Fundraiser

Sign Up!

https://app.mobilecause.com/join/virginia_tech/Hokie



QUESTIONS?



Heather Kopec
Director of
Annual Giving
hkopec@vt.edu

Devon Smith
Assistant Director of
Annual Giving
devon.smith@vt.edu

Brittany Staggers
Fundraising Acquisition
Strategist
britts10@vt.edu



KARINA MARTIN
Director of Gift Accounting
and Information Systems

Capturing “Missing” Donors

- 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



Event Planning 101 with Special Events
3rd Floor Training Room

Communications and Social Media
2nd Floor Boardroom

Panel Discussion: Event Brainstorming



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PANEL DISCUSSION: New Event Brainstorming



GINNY RITENOUR
Director of Chapter Programs

┌ Awards Banquet
Latham Ballroom AB

Farewell Breakfast
Preston's - Old Guard Room



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