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

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

ARE YOU IN?
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 Frigulettto (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

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
Chapter Scholarships
3rd Floor Training Room

Volunteer Recruitment
and Management
2nd Floor Boardroom

Scholarship Luncheon - HAC Terrace
Seat assignments!
CHAPTER OFFICERS FORUM

SEPTEMBER 28, 2019
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
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!
MOBILE CAUSE
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!
MOBILE CAUSE

Give now to help local Hokie students!

Text Hokie8 to 71777 to support scholarships

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")

First Name

Chapter Officer Mobile Number

Mobile xxx-xxx-xxxx

Chapter Officer Name

Enter Info

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
PANEL DISCUSSION:
New Event Brainstorming
GINNY RITENOUR
Director of Chapter Programs
Awards Banquet
Latham Ballroom AB

Farewell Breakfast
Preston’s - Old Guard Room