

Engaging Students in the Donor Relations Process and Philanthropy

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Communications & Student Engagement

and

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Peddie School



Peddie School



PEDDIE SCHOOL

- Independent high school in NJ
 - 62% boarding
 - 38% day
- Enrollment: 542
 - 26 states
 - 29 countries
- Endowment: \$326 million
 - Transformational gift from Ambassador Walter H. Annenberg

What we'll cover today

- History of the Student Ambassador program
- Recruiting for Student Ambassadors
- Student Ambassador events
 - Peddie Fund Week
 - Education, Appreciation & Participation
 - Budget
- How you can promote student philanthropy at your institution

History of the Peddie Student Ambassadors

- Student Ambassador purpose
- Newer student group established in 2014
 - Liaison with the Office of Alumni & Development
- Student Ambassador selection process
- Student Ambassador demographic

Peddie Student Ambassador Program

- Benefits to the group
- Commitment to fellow classmates
- Activities

Peddie Student Ambassador Activities

- Blair Challenge
- Peddie Fund Week
- Peddie Loyalty Day
- Off-campus events

Peddie Fund Week

- Education
 - Why people give
- Appreciation
 - Thanking our annual fund donors
- Participation
 - Students make participatory gifts



Education

- Posters around campus
- Table tents
- Snack facts
- Dorm bonding activities
- E-mails
- Social Media

It's Peddie Fund

WEEK!

Appreciation

- Sharing the importance of stewardship with the students
- Engaging students in the stewardship process
- Sample postcards & text

It's Peddie Fund

WEEK!


Appreciation

A message from our students

It's Peddie Fund WEEK!

Engaging Through social Media

#PFW2016 #ThxPeddieFund







Peddie School Alumni and Friends added 6 new photos.
February 9 at 2:51 PM · 🌐

Peddie Fund Week (Feb 8-10) focuses on educating our students about the importance of philanthropy and giving back. As part of the celebration, students are encouraged to write thank you notes to our donors during their free periods and post what they are grateful for on social media. Here... [See More](#)




Peddie School Alumni and Friends added 2 new photos.
February 10 at 10:27 AM · 🌐

Over 1,000 postcards written by our students to our generous Peddie Fund donors. Thank you to all who participated!



musicalmicah19 21k



WE ♥ OUR DONORS!

Dear Peddie Donors,
Thank you so much for your generous gifts! I am a Post Grad this year & I have been so worried and have benefited from all that Peddie has given me. Your support means so much to me as well to the community I am grateful to be able to go to Cometo School here!!

-Nikole 2016

At the beginning of the school year, students across campus were asked to think about and write the many reasons they love Peddie.

It's Peddie Fund

WEEK!

Participation Results

- 198 donations ( from 157 in '15)
- \$704.52 raised
- 1,000 postcards written & mailed

It's Peddie Fund

WEEK!

2016 Budget

Peddie Fund Week Budget	
Thank you postcards	\$1,760
Designer Fees	\$240
Giveaways	\$150
Gift Cards	\$100
Candy	\$250
Pizza Party	\$1,000
	\$3,500

Your Connection to
Inspired
Stewardship

ADRP[®]

Association of Donor Relations Professionals

Dorm Programming

- Overview of activity
- Ideas for student cases for support

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- Overview of activity
- Ideas for student cases for support
- Identify a non-profit to “sell” to the group – can be an aspect of Peddie
- Develop an outline for 5 minute “elevator” speech
- Insert personal passion – speak from the heart
- End with “Call to Action”

In conclusion

Foster relationships with students now as they will be the future of your school once alumni!

Q & A

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PEDDIE FUND WEEK 2016



PEDDIE FUND WEEK 2016



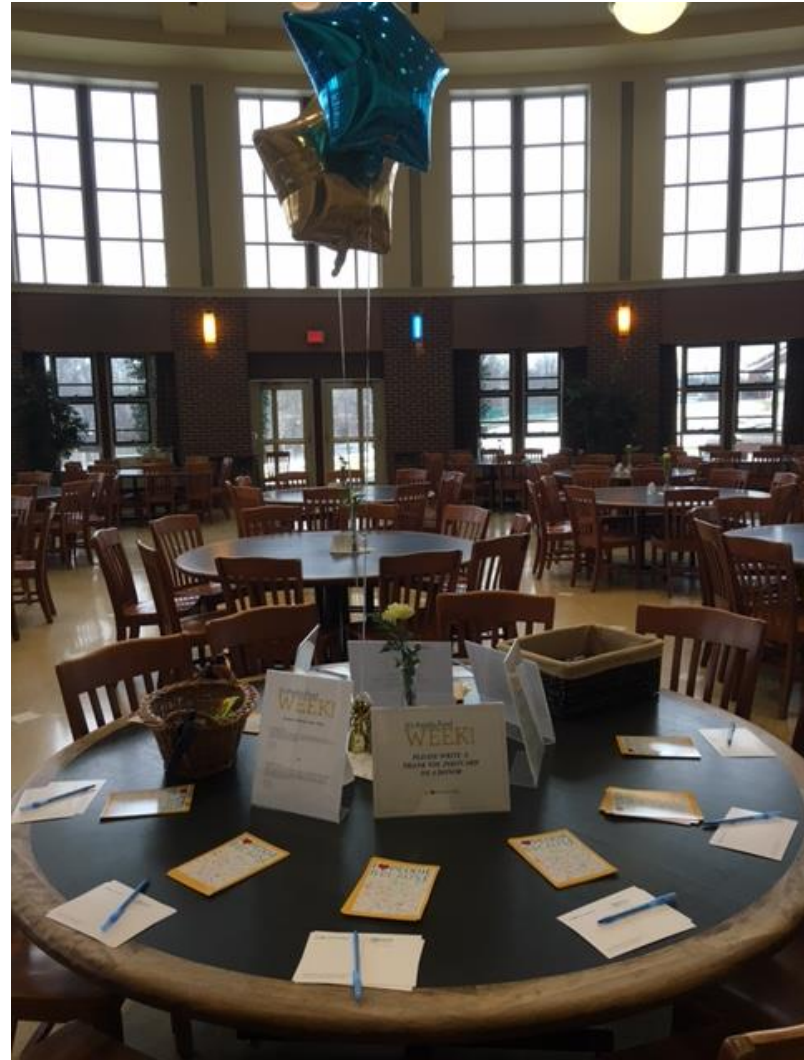
PEDDIE FUND WEEK 2016



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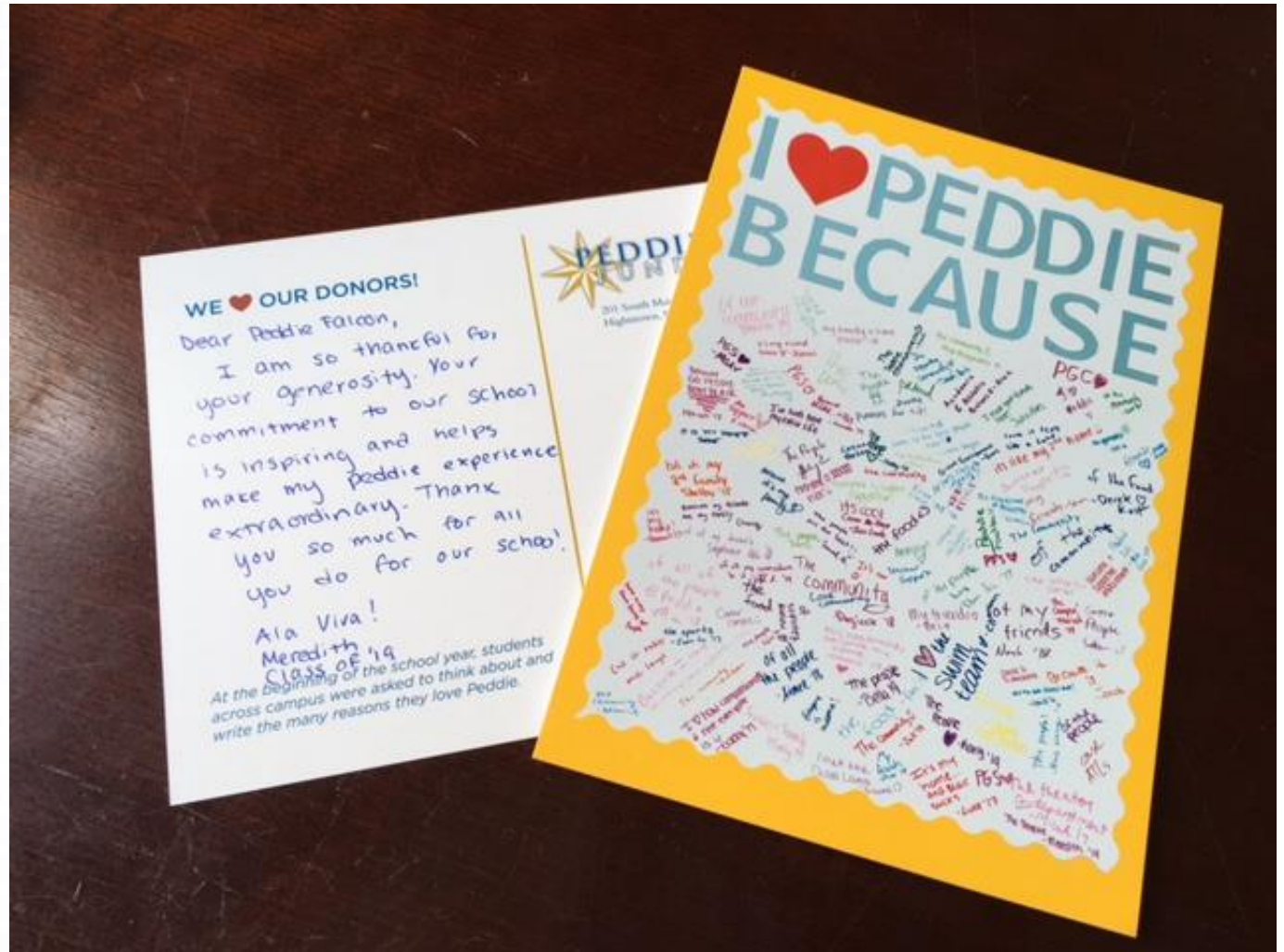
PEDDIE FUND WEEK 2016



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PEDDIE FUND WEEK 2016



WE ♥ OUR DONORS!

Dear Peddie Falcon,
I am so thankful for your generosity. Your commitment to our school is inspiring and helps make my peddie experience extraordinary. Thank you so much for all you do for our school!

Ala Viva!

Meredith
Class of '19

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