

# Engaging Students in Scholarship Stewardship

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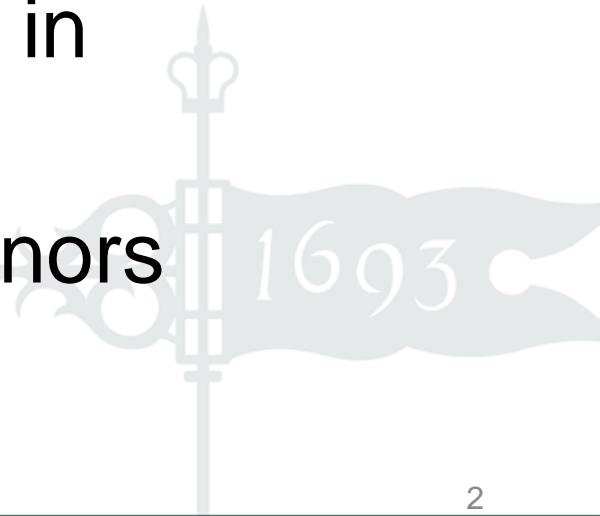


WILLIAM & MARY

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# Objectives

- Provide messages of thanks to donors
- Generate content for future use
- Educate and engage students in philanthropy efforts
- Develop students as future donors



# Program Outline



Deliverables to donors:

- Student profiles
- Handwritten thank you notes
- Endowment Reports
- Engagement at events

# Program Outline

Communications plan to students:

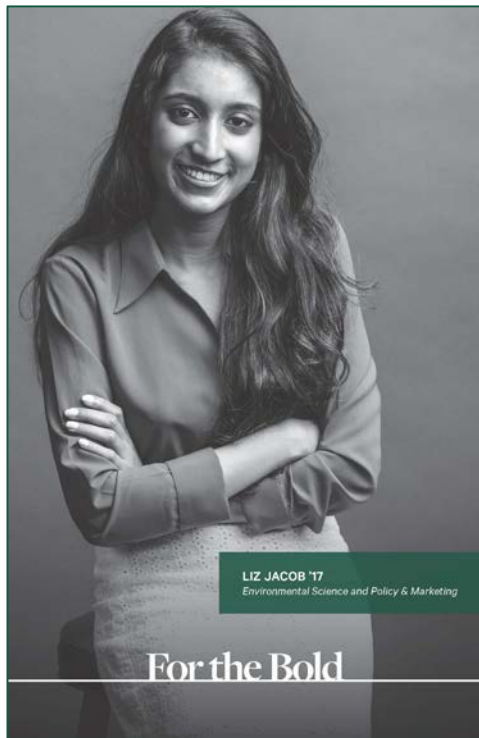
- Welcome and expectations letter
- Survey rollout
- Survey reminders
- Invitation to fall thank you event
- Invitation and follow-up for Scholarship Lunch

# Program Outline

## Data and processing:

- First list comes from financial aid in the summer
- Department scholarship recipients received during endowment report data collection
- Matched manually to our endowment data
- Also matched manually to donors
- Currently using a merge to produce cover letters and profiles separately
- Profile information collected using Qualtrics survey

# Deliverables

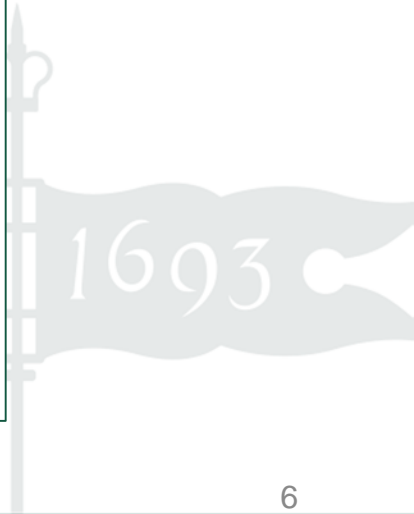


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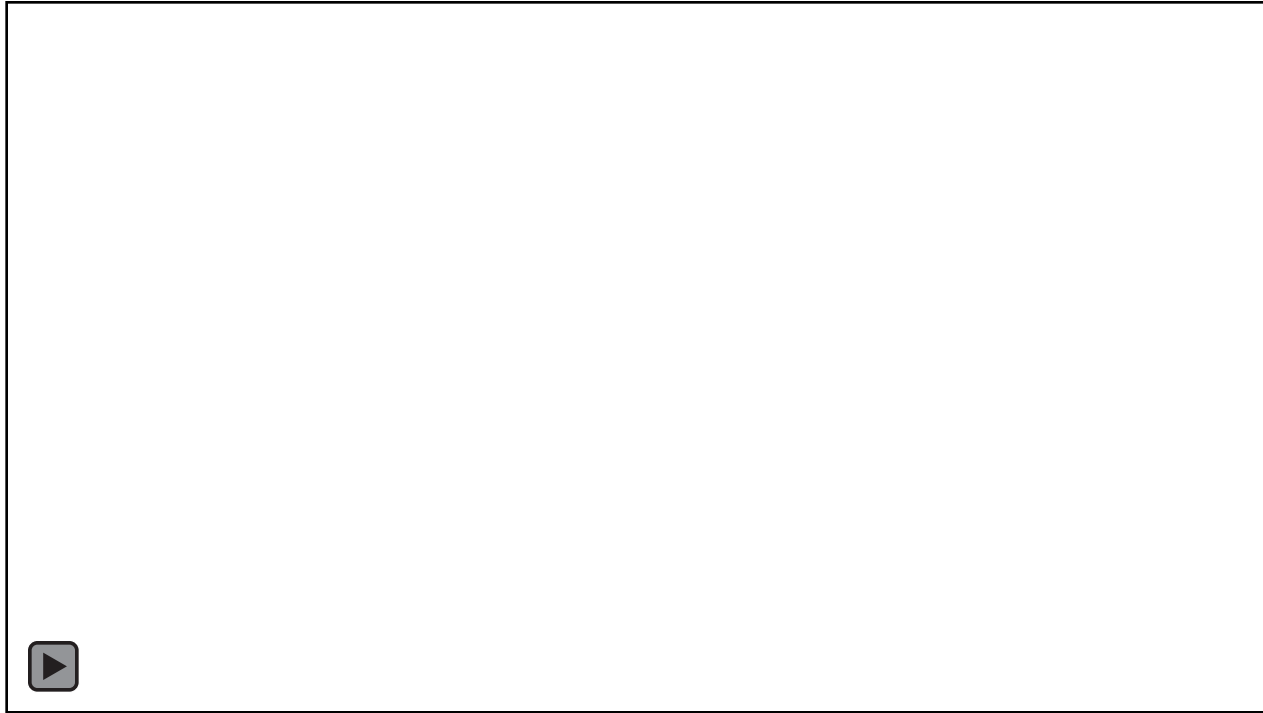
Jane Williams Mahoney Alpha of Virginia Chapter of Phi Beta Kappa Endowment  
C. Russell and Bertha M. Taylor Public Affairs Scholarship Endowment

*"I would like to thank you for the opportunity to pursue my academic passions, my extracurricular interests and my social engagements without financial worry or stress. Your compassionate generosity has truly allowed me to thrive at William & Mary."*

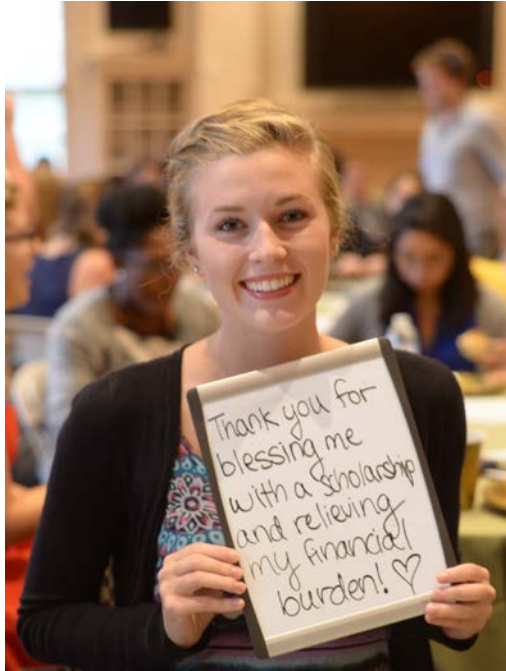
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# Deliverables



# Thank You Notes



- Ask for a handwritten thank you note in addition to student profiles
- Managing data and logistics
- Rollout plan





# Engaging Students

- Connect with students at events
- Student office workers and interns
- Network with student leaders on campus
- Find out which administrators are recognized (whose emails do they open?)

# Engaging Students



- Look for communication avenues used by students
- Student newspaper
- Facebook groups and social media (especially the non-official ones)

# Engaging Students

- Educate students to be donors (and future alumni)
- Host philanthropy events
- Educate them about the role of University Advancement
- What's in it for them?
- Secure small gifts while they are students; look for ways to encourage participation in all-call philanthropy events

# Engaging Students



- Make the impact of gifts and the presence of donors felt on campus- show the greater extent of their community
- Introduce donors into their student experience in relatable ways

# Beyond the Thank You Note

- Personalized video messages
- Facilitate student-donor connections
- Organize student-donor meetings
- Thank-a-thon
- Other ideas?



