



UNIVERSITY of
MONTEVALLO

The Role and Impact of Donor Events and Alumni and Student Experiences

presented by
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Presentation Description

During a campaign, key donor-centered events provide an opportunity to engage principal-level donors and bring them back to your organization. These activities can also enhance existing events across campus and in alumni affairs in simple, cost-effective ways to help your organization further develop a campus-wide culture of philanthropy.



University of Montevallo Comprehensive Campaign



IT'S ABOUT FAMILY

Campaign Priorities

SCHOLARSHIPS AND THE STUDENT EXPERIENCE

FACULTY, COACH AND STAFF DEVELOPMENT

FACILITIES FOR LEARNING, COMPETING AND LIVING

BUILDING ANNUAL GIVING

THE TRADITIONS FUND

Example 1: Scholarship Luncheon

- Renewed relationships with donors
 - Lapsed donors made new gifts
- Two newly endowed scholarships

Example 2: Mass Communication

Building Expansion: Announcement and Ceremonial Groundbreaking

- Donors became engaged in the fundraising process
- Combined with Honors Day Awards - Students were introduced to the impact of philanthropy
- Gifts were made after the groundbreaking to name classrooms and offices

Example 3: Reception to Announce Special Collections of Children's Literature

- Donor made a gift-in-kind donation of prestigious literary collections
- Reception held during Homecoming weekend
- Attendee made a post-event gift:
 - "We have a responsibility to preserve this collection for a new generation of students."
 - Gift will be used to build a dedicated room that will house the collection for students and researchers.

Why We Invest in Campaign Events

"Creating a culture of philanthropy and stewardship is not about creating an organization of solicitors--but rather creating a group of people who believe in the power of philanthropy and the organization's mission, and who embrace their role in that work."

Karen Osborne

President, The Osborne Group

Why We Invest in Campaign Events

- Demonstrate the impact of philanthropy
- Involve students, faculty and staff in the fundraising and stewardship process
- Cultivate students to become alumni who give

Tips for Successful Event Planning

- Make a Plan/Create a Checklist
- Be intentional
 - What kind of event
 - When to be inclusive/exclusive
 - Know who is coming

Tips for Successful Event Planning

- Event Program
 - Develop a “run of show”
 - Use scripts and/or talking points
- Create a “shot list” for any photography
- Use Technology/Social Media
- Follow up with Attendees
- Press Release/Newsletter

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