

Shake What You've Got

Celebrating and Recognizing Your Donors on a
Limited (or Non-Existent) Budget

6th Annual ADRP NYC Regional
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Donor Relations and Advancement Communications

George Mason University



We are Mason!

Named after George Mason, author of the 1776 Virginia Declaration of Rights.



Campuses in:

- Arlington, VA
- Fairfax, VA
- Loudoun County, VA
- Prince William County, VA
- Song Do, Korea

Fun Facts:

- Largest public research university in the Commonwealth of Virginia
- Students from 130 countries and all 50 states
- 2006 Men's Basketball NCAA Final Four
- Home of the Green Machine- #1 rated pep band in the U.S. according to the NCAA and the Bleacher Report!



Your Connection to
Inspired
Stewardship

ADRP[®]

Association of Donor Relations Professionals

Mason By the Numbers

- Established April 7, 1972
- 33,925 total fall 2015 enrollment
- 11 academic units
- 1,438 full-time instructional and research faculty
- 152 Buildings (3 more under construction)
- \$72 million raised in FY 2015
- Endowment of \$73 million at end of FY 2015

Not Higher Ed? No Worries.

Applicable for all

- Higher education, museums, non-profits, healthcare
- Big shop or small shop
- Big budget or no budget

Know Thy Donors and What They Want

- Realistic expectations vs. unrealistic expectations
- Corporate or foundation vs. individual
- Lots of time vs. limited time
- Philanthropically loyal vs. philanthropically diverse
- Demographics

Take stock of what you've got!

Venues: Opera houses, theaters, stadiums, campus
(community kitchen, mobile health clinic, art gallery, etc.)

People: Authors, athletes, coaches, scientists, thought leaders, faculty, artists, prominent alumni, government leaders, students
(doctors, patients, art experts, social workers, etc.)

Programming: Lectures, concerts, performances
(social service activities, traveling exhibits, community health activities)

How can you creatively leverage and showcase the resources that your institution has?

What experience can you offer that no one else can?

Faster Farther: The Campaign for George Mason University

- \$300,000 to launch the public phase of our \$500M fundraising campaign
- Campaign priorities - student scholarships, faculty and research support and campus/facilities

Goals of the event:

- Highlight campaign priorities
- Showcase Hylton Performing Arts Center
- Allow guests to “experience” as many aspects of Mason as possible so they can learn about the many things happening on our campuses

A.C.E. Your Event

- **A**ppropriate
- **C**ommunications for your
- **E**vent

No one can tell your story like your own in-house communications team. They know and understand your institution's marketing and branding and can help strategize your communications goals. Plus, they are free (or at least really low cost)!

How our teams collaborate

- Recognition strategy
- Communications strategy
- Post-event follow-up
- Invitation design
- Script writing/editing
- Program creation/production
- Incorporation of campaign branding/messaging

Experience Mason Cocktail Hour

Interactive cocktail hour that allowed guests to experience 10 different areas of Mason. Showcased work happening at Mason and allowed guests to talk with members of each unit about the work they're doing.



The Green Machine



Robots



Athletics Fit Light Trainers



Mason Honeybees



3-D Printers



TEDX Talks

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Dinner and Program

- Program emceed by Angie Goff, prominent NBC anchor and Mason alumnus
- Guests seated on stage for dinner in the opera house
- Featured student speaker, Final Four basketball team alum, and Dean of College of Science and Director of the Green Machine.
- Members of student string quartet provided dinner music.
- Program ended with guests singing our fight song and cannons that launched streamers and the official start of the campaign.



Mason After Dark

Focus on the Arts at Mason

Featured:

- Art exhibits and discussions with artists and University Curator
- Film screening by student and alumni filmmakers
- Dancing and music provided by the Faculty Jazz Quartet
- Dancing and music provided by the Green Machine



Other Recognition Events



Faculty and Staff Donor Appreciation Lunch:

President and Executive Council serve lunch to our faculty/staff donors



President's Circle:

Showcased our Center for the Arts as well as our student vocalists and orchestra.



Celebration of Scholarships Dinner

Scholarship students performing at annual Scholarship Dinner

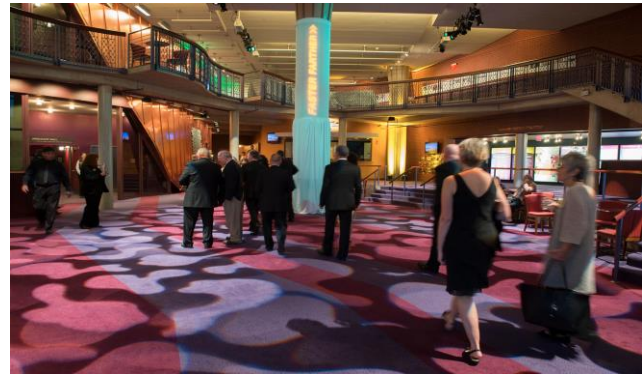
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Reduce*Reuse*Recycle

When buying event supplies, what can you use again?



It's Not All About Big Events

- Meetings
- Press Releases
- Ads
- Magazines
- Reports
- Newsletters
- Social Media
- Websites
- Rooms/Spaces
- Appeals
- Videos



George Mason University
Salutes
The Peterson Family

*for 50 years
of contributions to our campus
and
visionary leadership
in our community.
Thank You
for helping us grow faster
—and stronger—
to serve the common good.*



George Mason University Board of Visitors member M. Siddique Sheikh, founder of the Pakistan American Business Association, participated in the opening bell ceremony at Nasdaq on August 28, 2015, in recognition of Pakistan's 69th Independence Day. He joined Maleeha Lodhi, Pakistan's ambassador and United Nations representative, and other members of the association, which serves as a bridge to connect American companies with their counterparts in Pakistan.

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ENDOWMENT DONOR SPOTLIGHT



Carolyn Taylor dreamed of being a nurse. All seemed to be going well at her nursing school admissions interview until the subject of tuition came up. Her parents admitted that they could not afford the tuition. At that point, a school of nursing administrator abruptly ended the interview, suggesting Taylor wasn't "nurse material."

Ten years later, Taylor was able to fulfill her dream at George Mason University. She recently earned her fourth George Mason degree, a doctorate in nursing. Her other degrees are BSN '78, MSN '86 and MBA '94.

In 2008, her husband Les honored Carolyn by establishing the Carolyn A. Taylor Scholarship Endowment. This endowed scholarship provides financial aid for undergraduate nursing students and was designed to increase access to nursing education for underserved student populations. Since its inception, the endowment has awarded three scholarships.

"I'm a product of scholarships at Mason," she says. "It's why I'm so committed to paying forward what I've earned."

For more information, please contact:
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(703) 993-8850 or email development@gmu.edu



MASON

SPRIT
FALL 2015

A MAGAZINE FOR THE GEORGE MASON UNIVERSITY COMMUNITY

FASTER FARTHER

THE CAMPAIGN FOR GEORGE MASON UNIVERSITY

CYBERSECURITY IN THE CLOUD ■ GIVING PEACE A REAL CHANCE

Final Thoughts

- Take a fieldtrip -get out, look around and listen
- Talk to your colleagues
- Remember sometimes simple is best
- Keep an inventory/calendar of opportunities
- Tailor the recognition experience to the donor
- Incorporate recognition into all communications
- Build on what you are already doing
- Reduce, reuse, recycle whenever you can
- Be realistic with your recognition goals

Questions?

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