



**COLORADO STATE
UNIVERSITY**

REIMAGINING SCHOLARSHIP STEWARDSHIP:

Balancing Equity, Impact & Donor Engagement

Katie Brayden

Managing Director of Donor Relations & Stewardship

Hello from CSU!



Katie Brayden (she/her)

Managing Director, Donor Relations & Stewardship
Katie.Brayden@colostate.edu



COLORADO STATE
UNIVERSITY

Change is hard!



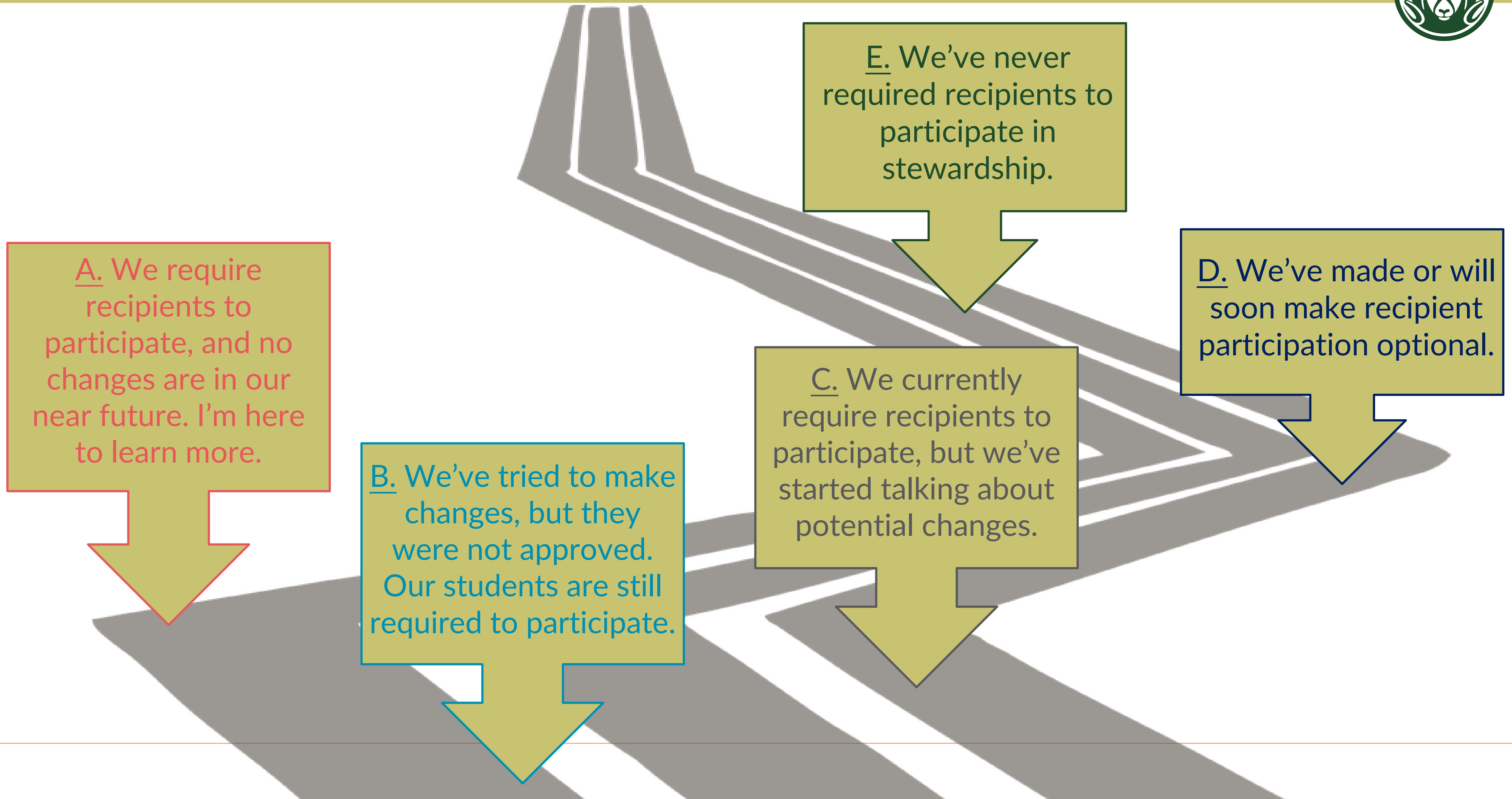
Destination: CSU's Scholarship Philosophy

Scholarship recipients are valued, voluntary partners
in scholarship stewardship.

A student's scholarship status is not dependent
on their participation in advancement activities.



Where are you starting from?



Today's Objectives

- Focusing on “the why”
- Unpacking the process
- Understanding the changes
- Exploring lessons learned
- Translating to your organization





Setting the Stage

- **Public, land-grant university**
(separate CSU Foundation)
- **3,000+ scholarship recipients**
(30,000 total students)
- **\$32M+ raised annually for scholarships**
(\$15.4M awarded)
- **1,500 scholarship gift funds**
(5,000+ total scholarship donors)
- **6 central donor relations staff**
(160 total staff)
- **Centralized/decentralized**
(Advancement model)
- **Seat at the table**
(DRS voice welcomed in scholarship admin. & fund agreement realms)
- **Dedicated IT & integrated data**
(tailored infrastructure/functionality w/ beneficiary data uploaded from Financial Aid)



Scholarship Donor Overview

- ~**30%** of 2025 giving supported scholarships
- **One in five donors** direct their giving to scholarship funds
- **5,843 households** in 2025, representing **\$602M in lifetime giving**
- **Over half donated multiple times** to scholarship funds
- Scholarship funds make up **75% of all endowments**
- **Some centralized scholarship stewardship**
(annual spring scholarship impact report & annual fall scholarship impact video)



Other CSU Centralized Scholarship Stewardship

**COLORADO STATE UNIVERSITY**



WITH YOU, WE flourish

Salutations,

Through your past scholarship support, you have catalyzed opportunity and optimism. Thank you for helping students unlock their potential as they pursue their dreams at Colorado State University!

Each student is unique, but they all share a drive to explore, question, connect, and build in ways that propel our state and world forward. Please watch the video below to see the important difference your scholarship support has made.



Thank you for supporting scholarships, which make the impossible possible for Rams like Briana Tangredi. Because of you, today's students are empowered to become the leaders, innovators, and changemakers of tomorrow.

With gratitude,



Joe Donlay
Director of Financial Aid

Fall Impact Video

Your scholarship support makes an **IMPACT**

Your generosity empowers students to pursue their passions, expand their horizons, and build the future they believe in. **Thank you!**

5,500 scholarship donors gave **\$21.2M** during academic year 2022-2023



Genevieve Beck, zoology student

"I'm proud to be part of CSU's kind and supportive community. 'Rams take care of Rams' is more than a motto - it's a way of life seen every day on campus. CSU was my top choice, and my scholarship sealed the deal. Attending this top-tier institution without the burden of out-of-state tuition enabled me to fully embrace CSU's offerings, including my favorite class on infectious diseases and leading the Ram Handler team!"



Abi Tekeste, international studies and Spanish student

"Born in Eritrea and raised in Kenya, I later moved to Colorado for high school. My upbringing instilled a passion for learning and a deep curiosity about the world. After graduation, I plan to study international law and support immigrant communities via international organizations or embassies. Receiving a scholarship is an honor that helps me fulfill my goals and enrich the community."



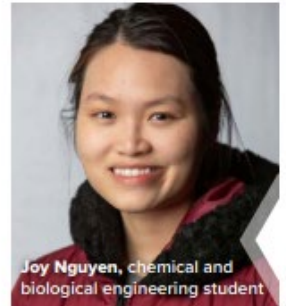
Connor Salem, construction management and sports medicine student

"After graduating, I want to focus on the technology sector and real estate investment in the construction industry. My long-term goal is to open a gym for veterans and first responders. Scholarships have enabled me to pursue my dreams and make a positive impact on others through my future careers."



Dawn Mallette, associate professor and teacher educator

"I want to see science in lives that make a difference. I want to see better place for science and the resources on my resources."



Joy Nguyen, chemical and biological engineering student

"Growing up in Vietnam, poverty was a barrier to education. But now, thanks to your generosity, I can achieve my lifelong wish of earning a chemical and biological engineering degree. After graduation, I hope to help children around the world."



Joe Donlay, executive director of financial aid

500 reviewers evaluated more than **10.5K** applications

2,900 students received **\$15.5M** in cumulative support

20% of all CSU gifts support scholarships

35% of recipients were from historically marginalized or underrepresented communities

31% of recipients met the criteria for need-based support

34% were first-generation students

Spring Impact Report

**COLORADO STATE UNIVERSITY**

CELEBRATING YOUR IMPACT

July 1, 2021 – June 30, 2022

DVM CLASS OF 1957 SCHOLARSHIP ENDOWMENT

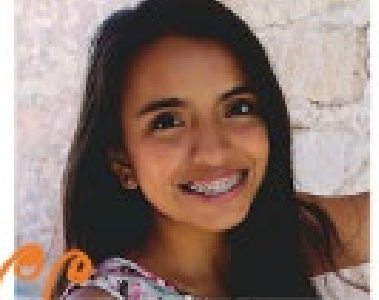
Awarded to **McKinzie Barker** during the Fall 2021-Spring 2022 academic year.

Since establishment in 2007 ,	more than \$36,000 has been awarded	to a total of 15 different students	via 20 individual awards.
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I moved from California to Colorado when I was stationed at Fort Carson in 2009. My time in the Army gave me the courage to go back to school and become a veterinarian. Thanks to scholarship support like yours, I know that this first-generation college student can achieve that dream! After graduation, I want to move to a rural, underserved location and provide services. Eventually, I hope to establish a successful practice and give back to Colorado, the amazing community, and future students. Thank you for your faith, support, and trust.

— **Dorian Carter**, doctoral student studying veterinary medicine



After graduation, I want to continue working in Fort Collins while I earn a master's in social work. Ultimately, I hope to return to my hometown of Castle Rock and open a center focused on providing services for recently immigrated families and unaccompanied youth, along with other marginalized communities. While scholarships help me financially, they also assure me that I am here for a reason - that someone believes in me as much as I believe in myself. Thank you!

— **Kelly Cruz Amato**, junior studying social work and languages, literature, and cultures



I am majoring in business marketing with a minor in sustainable energy because I know that this combination of classes and experience will give me the tools I need to spread the use of clean energy in business. I can think of nothing more fulfilling than working in the field of renewable energy! If it weren't for your financial support, not only would I be unable to study at CSU, but I also would not have made the memories and relationships that I've developed during my time here.

— **Isaac Bloom**, senior studying business marketing with a minor in sustainable energy

Statistics above are as of June 30, 2022 and are specific to your endowment. The students above express gratitude on behalf of all CSU scholarship recipients.

Entity ID: 0000073186 | Allocation ID: 57105

Endowment Impact Piece

Today's Objectives

★ Focusing on “the why”

- Unpacking the process
- Understanding the changes
- Exploring lessons learned
- Translating to your organization



The Origins at CSU

- Recommitment to DEI
- Understanding the impact
- Examining power dynamics

COLORADO STATE UNIVERSITY | INCLUSIVE EXCELLENCE



BLACK RAMS MATTER

Black Rams Matter: A Note of Solidarity

May 29, 2020 | Allyship, By the OIE, News, Race & Ethnicity

As we try to find words to begin this note, the weight of what needs to be acknowledged feels heavy. During this pandemic, the pain and unprocessed grief we are collectively facing are tremendously difficult to hold. While stories of communities coming together to support one another in the midst of COVID-19 are heartwarming and serve as much-needed reminders of the good in humanity, the fact remains there are people and systems among us that perpetuate violence and injustice.

The Boston Globe

PERSPECTIVE | MAGAZINE

There's a hidden burden on students with scholarships

One lesson every scholarship kid comes to learn quickly: Free rides are far from free.

By Dasia Moore

Globe Staff, Updated September 30, 2021, 1:13 p.m.



Tough Conversations in Donor Relations

Painful Power Dynamics –
Readjusting the Scholarship
Recipient Experience
Lynne M. Wester



PRINCIPLES of COMMUNITY

THE PRINCIPLES OF COMMUNITY SUPPORT THE COLORADO STATE UNIVERSITY MISSION AND VISION OF ACCESS, RESEARCH, TEACHING, SERVICE AND ENGAGEMENT. A COLLABORATIVE AND VIBRANT COMMUNITY IS A FOUNDATION FOR LEARNING, CRITICAL INQUIRY, AND DISCOVERY. THEREFORE, EACH MEMBER OF THE CSU COMMUNITY HAS A RESPONSIBILITY TO UPHOLD THESE PRINCIPLES WHEN ENGAGING WITH ONE ANOTHER AND ACTING ON BEHALF OF THE UNIVERSITY.

INCLUSION

We create and nurture inclusive environments and welcome, value and affirm all members of our community, including their various identities, skills, ideas, talents and contributions.

INTEGRITY

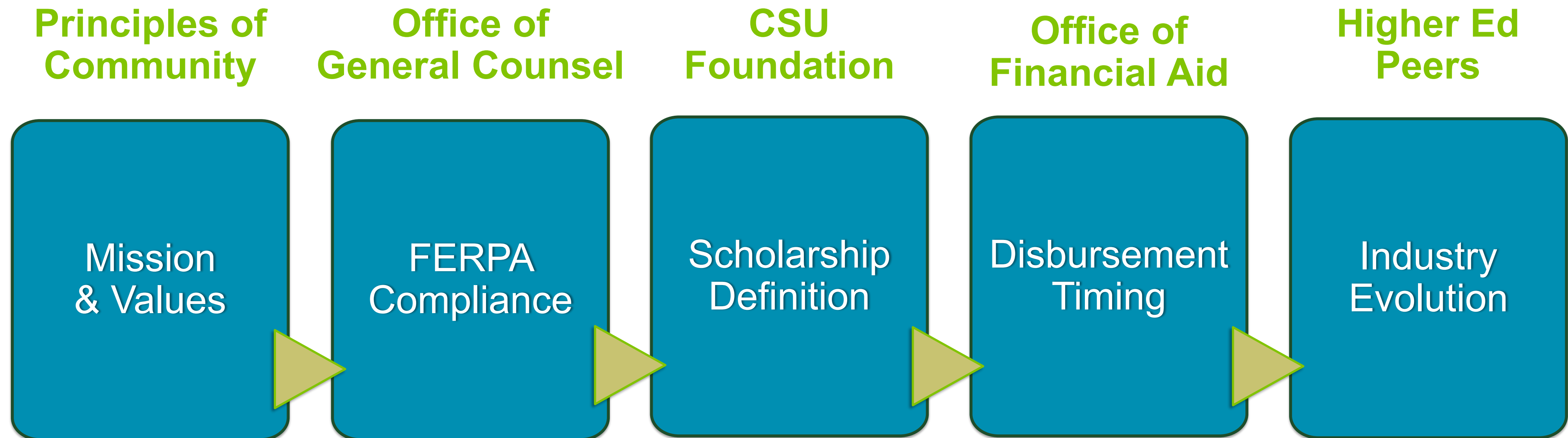
We are accountable for our actions and will act ethically and honestly in

Colorado State University





Cross-Campus Motivations



Today's Objectives

- Focusing on “the why”

★ Unpacking the process

- Understanding the changes
- Exploring lessons learned
- Translating to your organization





Assembling Your Committee

Current situation



Reason for change



Desired future state



Who is impacted – directly or indirectly?

Internal: advancement, foundation, financial aid, scholarship admin, general counsel

External: students, donors

Snapshot: CSU's Committee

Advancement

- Asst. Vice President (former Student Affairs DO) x 1
- Central Donor Relations x 2
- Development Officer x 2
- Development Coordinator x 3
- Advancement Services x 1

Foundation

- Acct/Gift Fund Compliance x 1

University

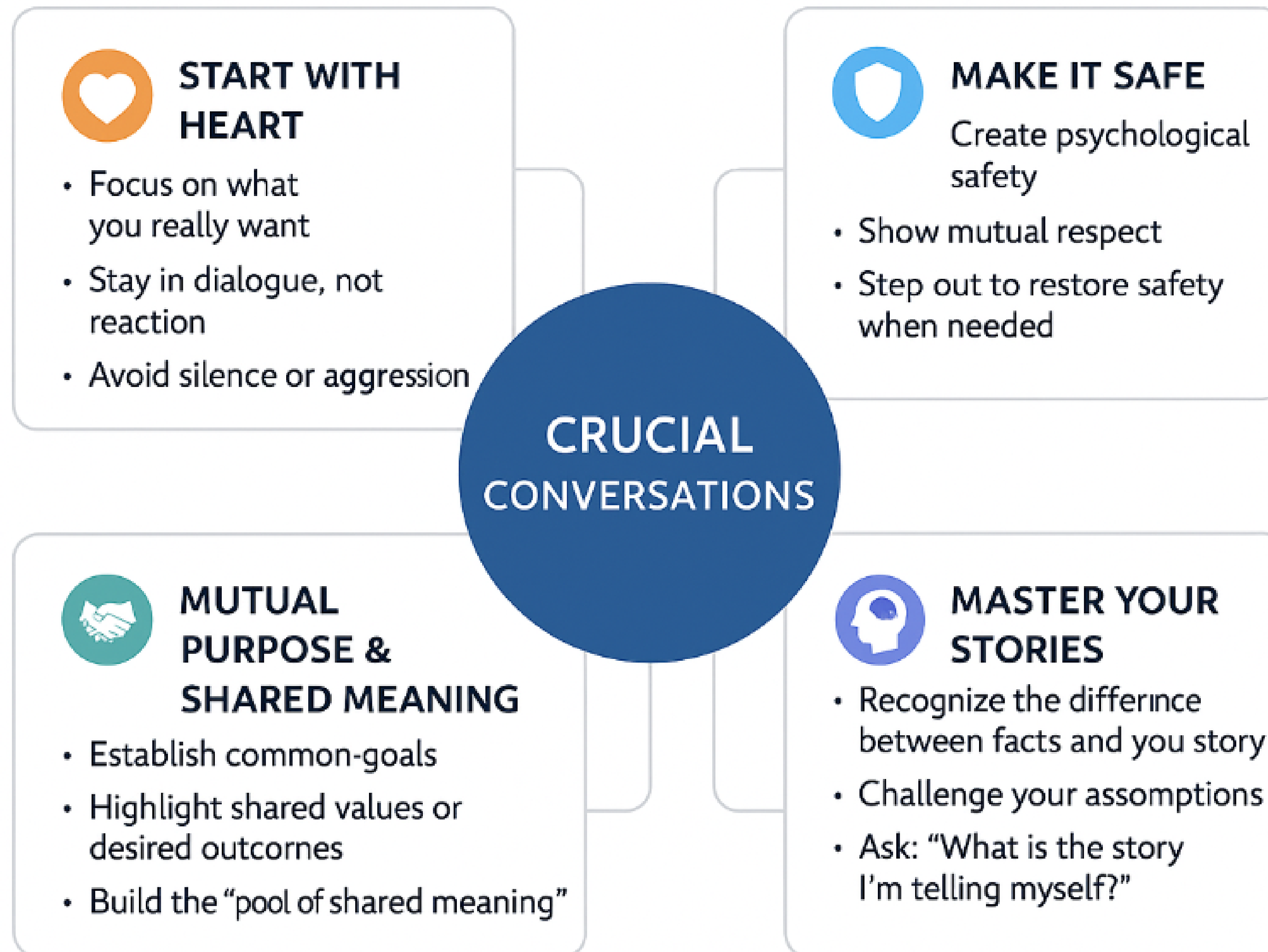
- Associate Dean x 1
- Scholarship Administrator x 1
- Legal Counsel (consulted)
- Scholarship Coor./Admin. Group (consulted)
- Office of Financial Aid (consulted)



Tools for Safe Conversation

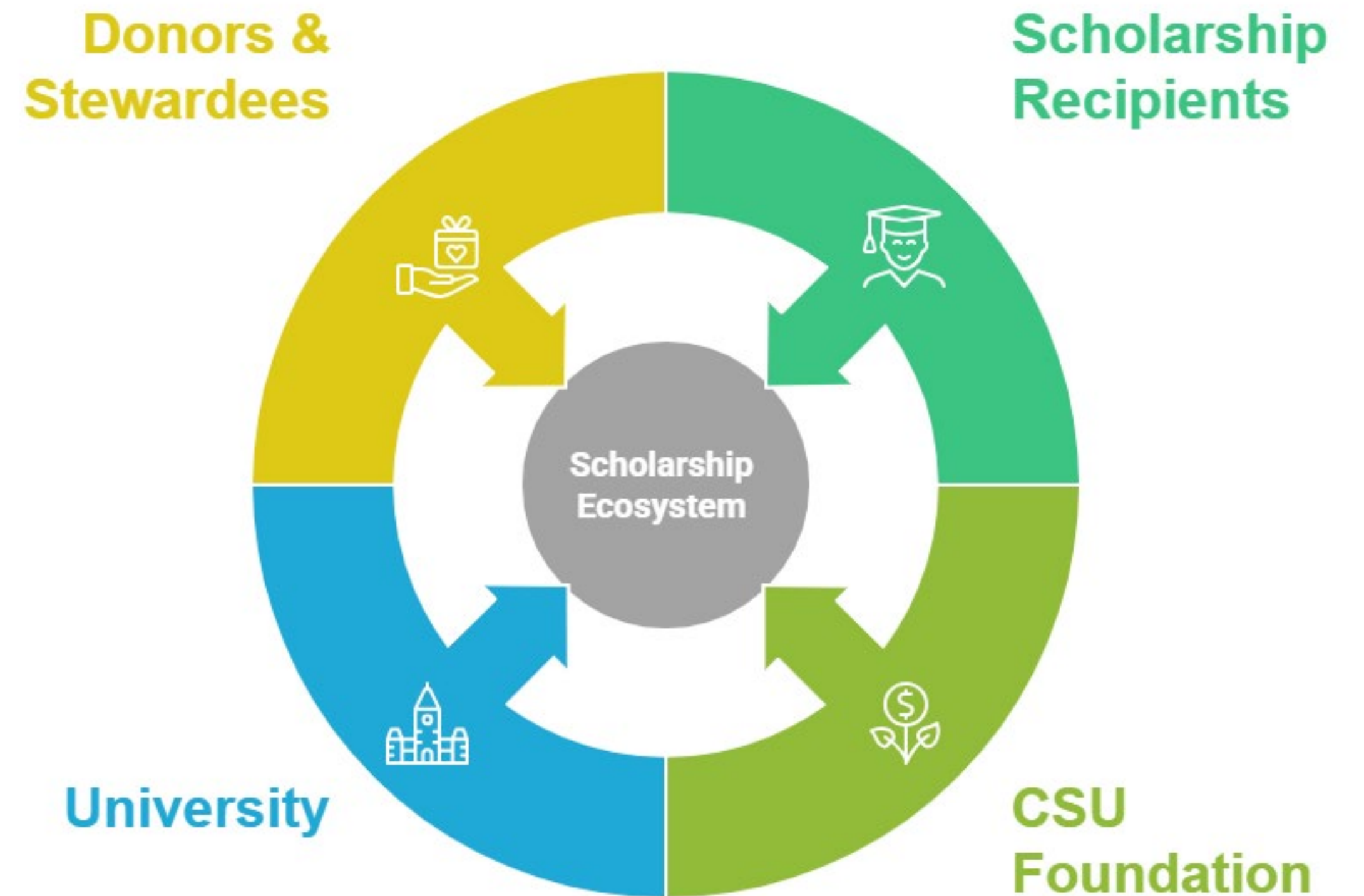


Based on concepts from *Crucial Conversations* by Patterson, Grenny, McMillan & Switzler

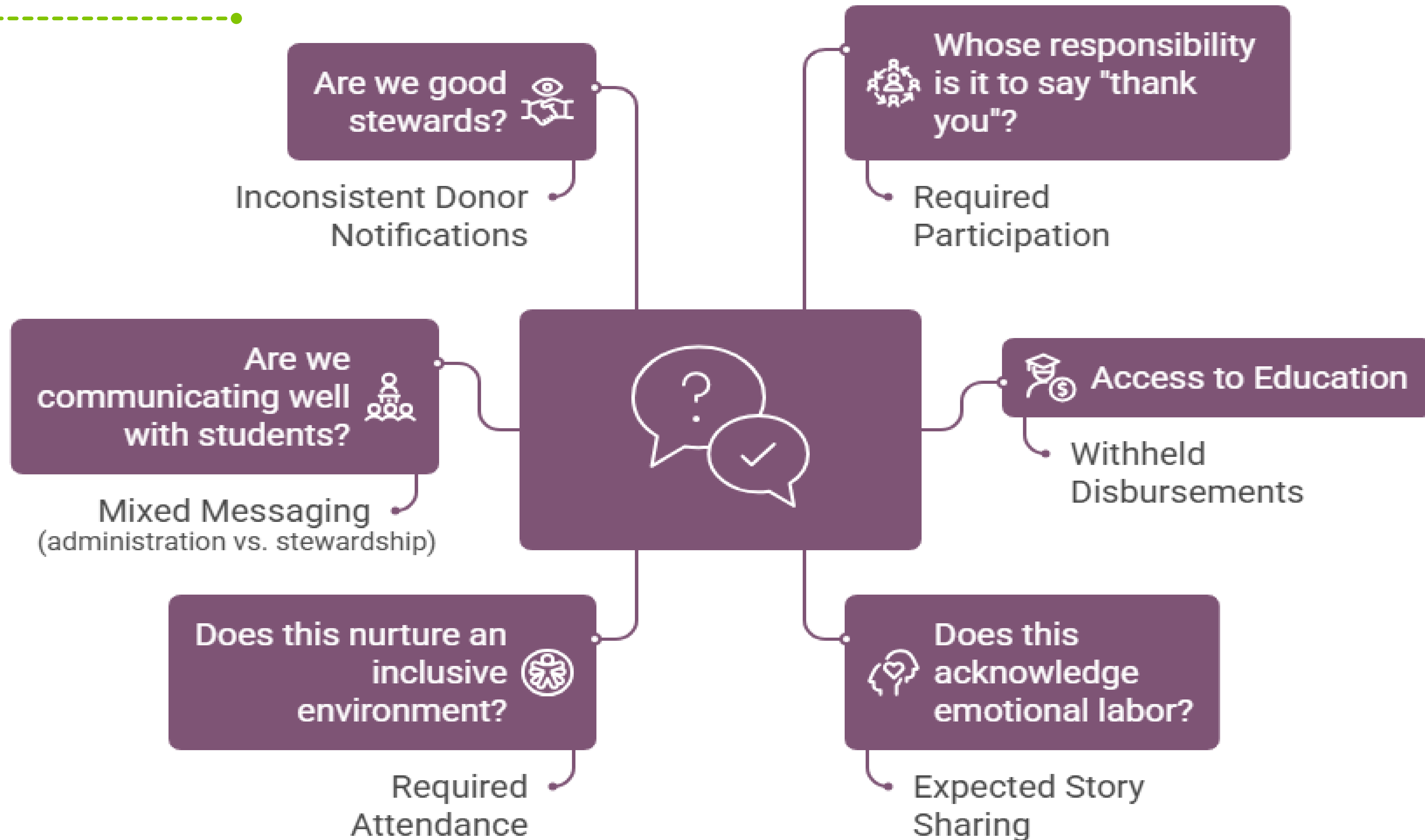


Common Goals = Common Ground

- Award scholarships
(compliance)
- Notify & thank donors
(stewardship & gratitude)
- Highlight recipient stories
(impact, authenticity & equity)
- Uphold mission & values
(integrity)



Our Litmus Test



Charting a New Path

- Map good, better & best case scenarios
 - Resources needed to implement a successful change
 - Explore consequences of not changing
- Identify a leadership liaison
 - Who will bring to senior/institutional leadership?

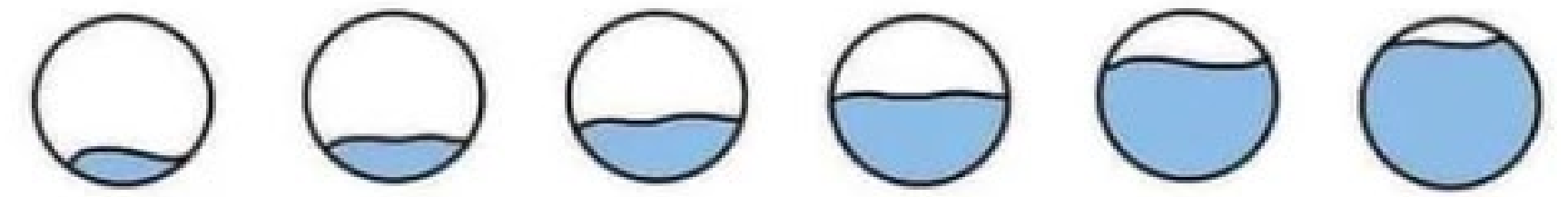


MEETINGS?

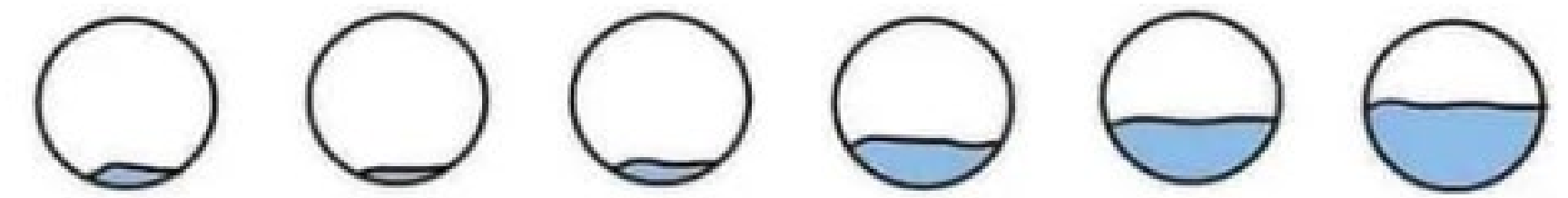


I LOVE MEETINGS!

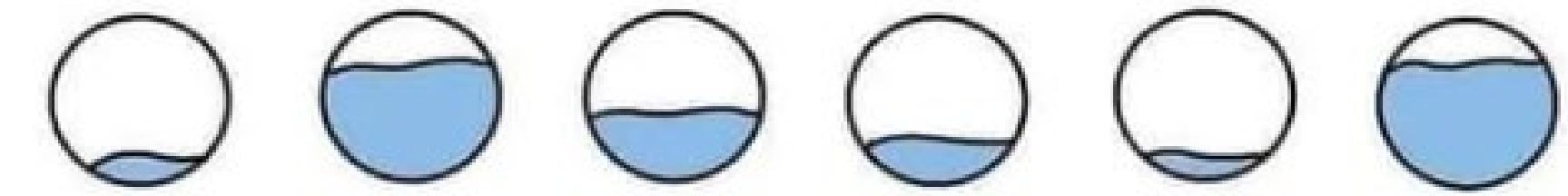
This is progress



This is also progress



And so is this



Today's Objectives

- Focusing on “the why”
- Unpacking the process

★ Understanding the changes

- Exploring lessons learned
- Translating to your organization



Changes @ CSU



**Assumed
Consent**

Expressed Consent
(in scholarship application,
FERPA directory info)

**Combined
Student
Communications**

**Decoupled
Communications**
(admin/offer separate from
stewardship invite)

**Withheld
Disbursements**

**Automatic
Disbursements**
(once scholarship is accepted)

Changes @ CSU



**Inconsistent
Reporting**

Annual Reporting
(applicable directory info)

One Size
(thank you/impact
survey)

Multiple Modalities
(survey, video, project, note)

**Required
Participation**
(decentralized coms)

**Encouraged
Participation**
(central communications)



UNIVERSITY

- ✓ Spend money according to donor intent.
- ✓ Give gratitude to donors.
- ✓ Provide accountability (reporting).
- ✓ Manage donor expectations and set healthy boundaries.
- ✗ Accept money with illegal, unethical restrictions or that are contrary to CSU's mission.
- ✗ Allow donor to control money after it has been given.
- ✗ Force donor/recipient interactions.



DONORS

- ✓ Provide gifts without illegal, unethical, or unnecessary restrictions.
- ✓ Understand the relationship is with CSU, not the recipient.
- ✓ Maintain realistic expectations of CSU and donor.
- ✗ Expect quid pro quo treatment or influence on organizational decisions.
- ✗ Demand interaction with recipients.
- ✗ Feel ownership over recipients.



RECIPIENTS

- ✓ Voluntarily partner with CSU in sharing impact.
- ✓ Voluntarily participate in ethical storytelling.
- ✗ Expect relationship with donor.
- ✗ Required to thank donor.
- ✗ Participate in any unwanted interaction with donor.
- ✗ Feel indebted to donor.



Today's Objectives

- Focusing on “the why”
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★ Exploring lessons learned

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Exploring Lessons Learned

Students

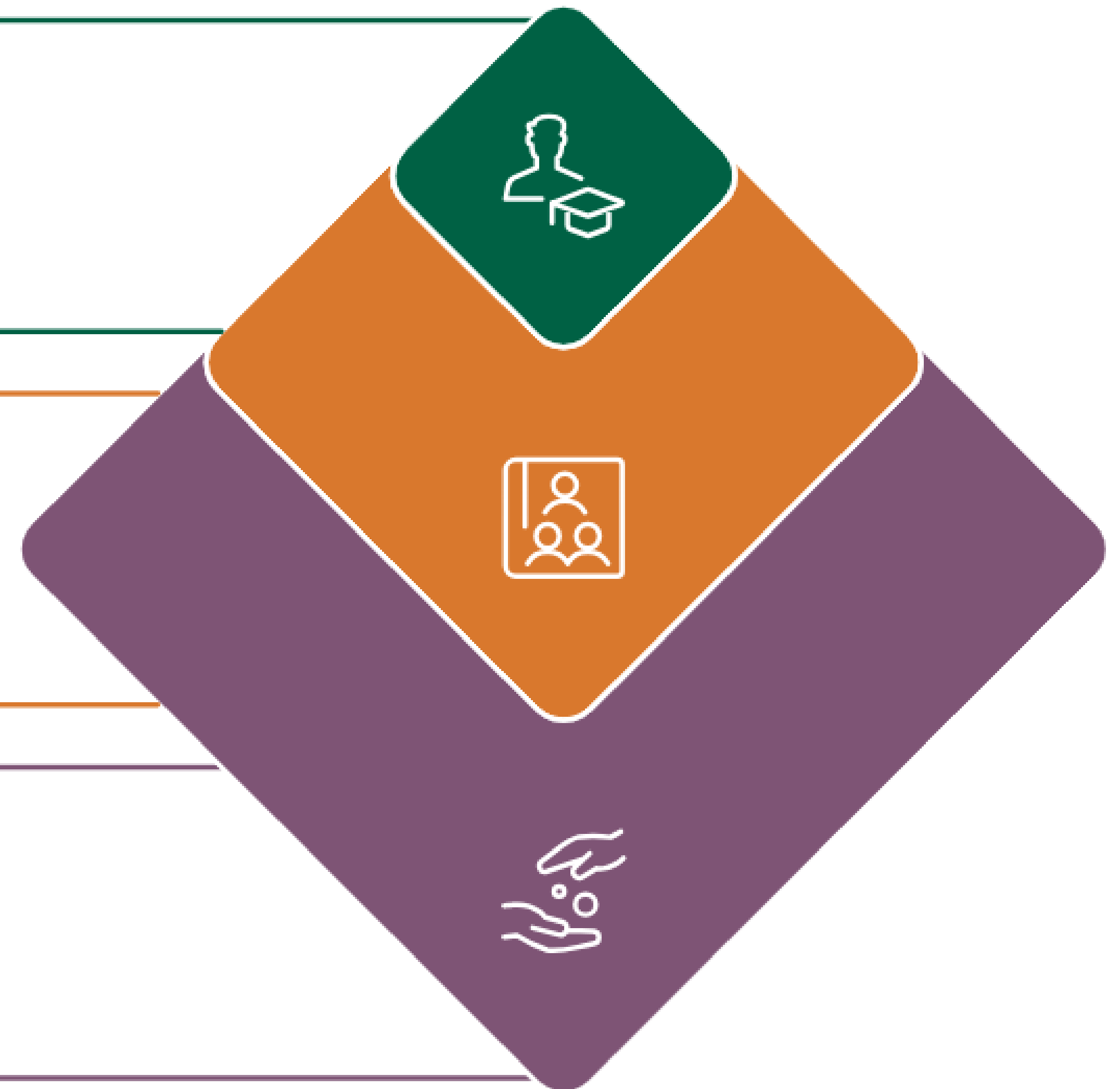
Encouraging Participation
New Communication Methods

Colleagues

Trainings & Resources
Personal Consultation

Donors

No Broad Announcement
Addressing Anomalies



Supporting Students

Meeting them where *they* are

- **Best ways to communicate**
 - Ensuring we have their primary email
 - Addition of texting survey links
 - Sticker postcards
- **Creating Fun Experiences**
 - Free professional headshot event
 - Scholarship recipient festival
- **Transparency**
 - Clear place to go for questions
 - Public website



Enhanced Recipient Options

REFLECT

Complete this brief survey to share how scholarships have impacted your CSU experience.

RECORD

Record a short video about what scholarships mean to you.

NOTE

Submit a note about your CSU story or write a message to a scholarship donor.

SHARE

Upload a project you are proud of (e.g., research abstract, musical performance clip, etc.)

Congratulations on Your Scholarship!

Your hard work, passion, success, and future aspirations helped you stand out amongst your peers, and CSU joins you in celebrating your achievement!

Throughout the year, University Advancement shares the remarkable work of scholarship recipients like you with donors as a way to showcase the impact of scholarships within our community. The most important part of these communications is the voice of CSU students – your voice! Donors love to hear about who you are and what you're up to. Sharing a bit about yourself is a great way to show off your amazing accomplishments while connecting with donors, alumni, faculty, and staff. Plus, your words just might inspire additional philanthropy, expanding opportunities for outstanding Rams like you in the future.

We invite you to continue exploring this page to learn more about a method of sharing gratitude and impact that feels comfortable for you.



34%

of scholarship recipients are first generation



5,500+

community members support scholarships

\$21.2 million

given to support scholarships during



89%

graduation rate among scholarship recipients

CSU Scholarships and Student Privacy

All CSU students, including scholarship recipients, are protected by the Federal Family Educational Rights and Privacy Act. University Advancement may share a scholarship recipient's name, major, minor, concentration, and class level with the steward(s) of their scholarship(s), as this is considered relevant public (directory) information; however, UA will not disclose contact information or any private information without the explicit consent of the scholarship recipient. Please visit registrar.colostate.edu/student-privacy-ferpa to learn more about FERPA and the differences between directory vs. private information.



Awarded Software

AWARDED



- Automate recipient communications
- Streamline recipient survey questions and submission process
- Create multi-user review process

Follow-Ups - Impact Report for A. A. (AI) and Carol Dyer Scholarship

Follow-Ups Photos Donor Reports

Open To: Top of Report < Previous Report 3 of 2618 Next Report >

2025 Impact Report for A. A. (AI) and Carol Dyer Scholarship Zoom Out Zoom In Download PDF Report Status Under Review

A. A. (AI) and Carol Dyer Scholarship

Aylin Martinez-Menjivar

Thank you!

By receiving scholarship support, I have been able to look forward to the next four years of college without the anxiety of struggling to pay off bills. Knowing that I have been awarded a scholarship, I can now plan out my first year to have more time for my studies instead of needing to dedicate myself to a job. As I am entering a chapter in my life that will require me to find a new routine, it is important to me that I find a moment throughout my day where I can dedicate myself to schoolwork to ensure that I am submitting my best work for class.

What inspired you to choose CSU?

I was inspired to choose CSU by the research opportunities and the vast array of majors! I have always been unsure of what I would pursue in my studies, which is why it was important to me that I went to a University that allowed me to explore new career paths through the majors they offered. I also find that being a part of research projects will help me gain experience and create a better understanding of my studies through hands-on experience. I was also inspired to choose CSU through seeing the campus and being able to experience how welcoming everybody was! It just felt natural to me to choose CSU.

Word Count: 108

Holley Grentz

Powered By AWARDED

Photos Donor Reports

Scholarship Impact Reports Completed

Missing Data 0 Awaiting Follow-Ups 0 Not Started 2565 In Progress 23 Ready for Review 1 Approved 1

Scholarship Reports 2,618

Scholarship	College/Unit	Department	Fund Purpose	Fund Type	Fund ID	Donor
Donald D. Brooks...	Student Affairs	Vice President f	Student Financi	True Expendabl	013953	Lori Le
one Scholarship	Student Affairs	Orientation + Tr	Student Financi	Quasi Expendab	078263	Tracy
(AI) and Carol Dyer ...	Warner College	Forest and Rang	Student Financi	True Expendabl	055283	Carol C
Food Animal Exper...	Veterinary Medi	Clinical Science	Student Financi	True Expendabl	063173	Britt St
Scott Memorial Sch...	Agricultural Scie	Dean of Agricult	Student Financi	True Expendabl	053773	Daniel
Abigail M. Drake Menegh...	Walter Scott, Jr.	Dean of Enginee	Student Financi	True Expendabl	066303	Anthor
Abney Foundation Schol...	Veterinary Medi	Biomedical Scie	Student Financi	True Expendabl	013013	Abney
Access to Excellence Sc...	Liberal Arts	Dean of Liberal	Student Financi	Expendabl	061763	
Accounting Scholarship	Business	Accounting	Student Financi	True Expendabl	045933	

DONOR RELATIONS AND STEWARDSHIP
COLORADO STATE UNIVERSITY

WELCOME TO THE
CSU Scholarship Community!

Hi <<Recipient First Name>>

As a **Colorado State University scholarship recipient**, you are part of a community of students whose hard work and potential are supported by generous CSU donors.

CSU alumni and Rams supporters invest in students like you because they believe in the power of education to change lives.

We invite you to complete a short scholarship survey (only 4 questions). This is your opportunity to:

- Share a bit about yourself and your goals
- Express your gratitude to the donor(s) who made your scholarship possible

Your message matters. Hearing directly from students is the single most meaningful way donors understand the impact of their support—and it helps keep scholarships strong for future Rams.

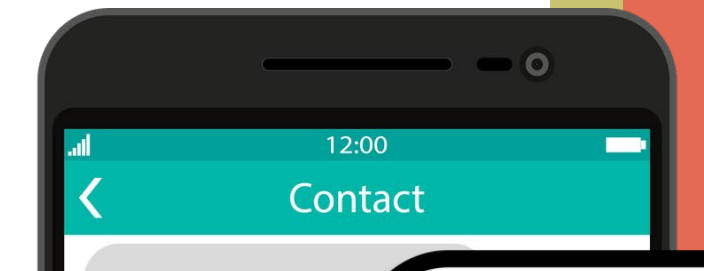
Short on time? That's okay! Even answering the first question with a brief message of thanks makes a difference.

Begin your survey!

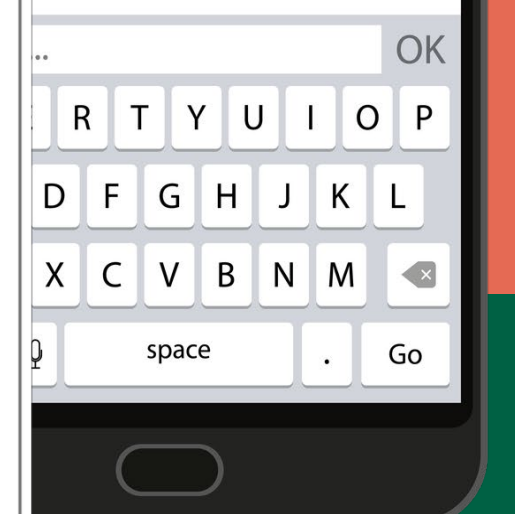
We're grateful for the work you're doing at CSU and look forward to sharing your story.

With appreciation,
CSU Scholarship Impact Team
University Advancement

If you have questions, please contact us at
ua_scholarshipimpact@colostate.edu



Hi! This is the CSU's Donor Relations team. As a scholarship recipient, your hard work is worth celebrating. Would you take a quick 5-minute survey to share your story with the generous donors who make scholarships possible?
<https://colostate.student.awardedsoftware.com>



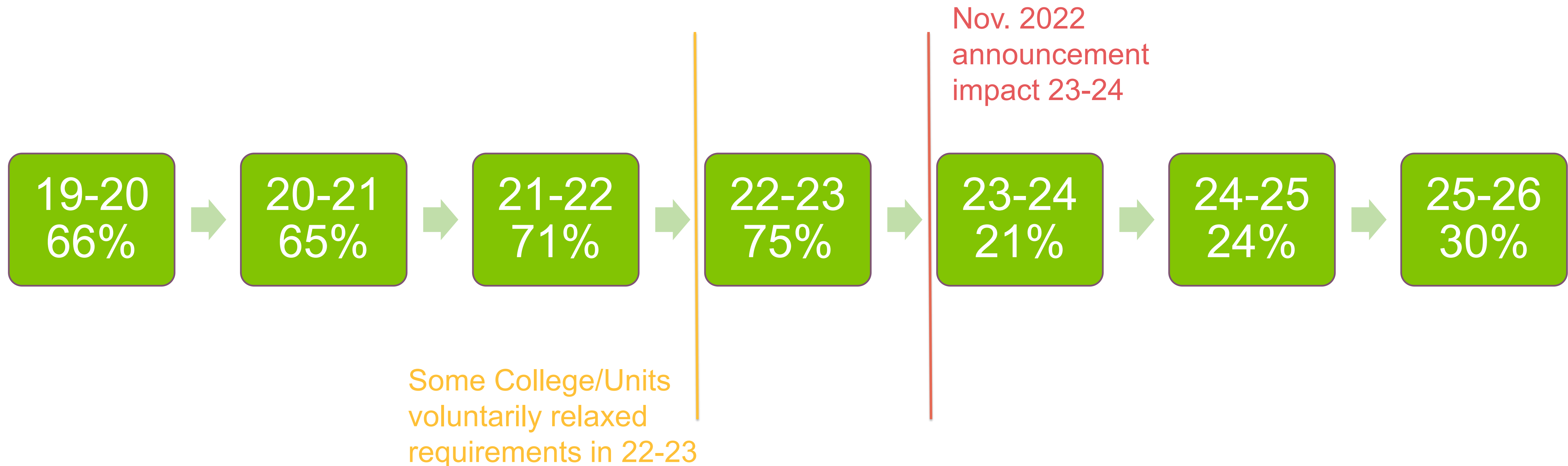
Lessons in Surveys

- Pay attention to time on page
 - We say 5-10 minutes
 - Reality is average was 45 minutes
- Order matters
 - Put most important question & answer first
 - “If you only answer one question...”
- Consider how you word your questions
 - Use celebratory language focusing on the student, not the donor
- Transparency around who will see responses
 - Donors who funded the scholarship you received
 - Yes/No option if they want to participate in more thank you activities



Scholarship Survey Participation Rates

- False perception is that before every student completed a survey
- True that a significant reduction in responses occurred (relied on emails only)
- 24% of scholarship funds have living stewardees



Lessons Learned: Colleagues

Students

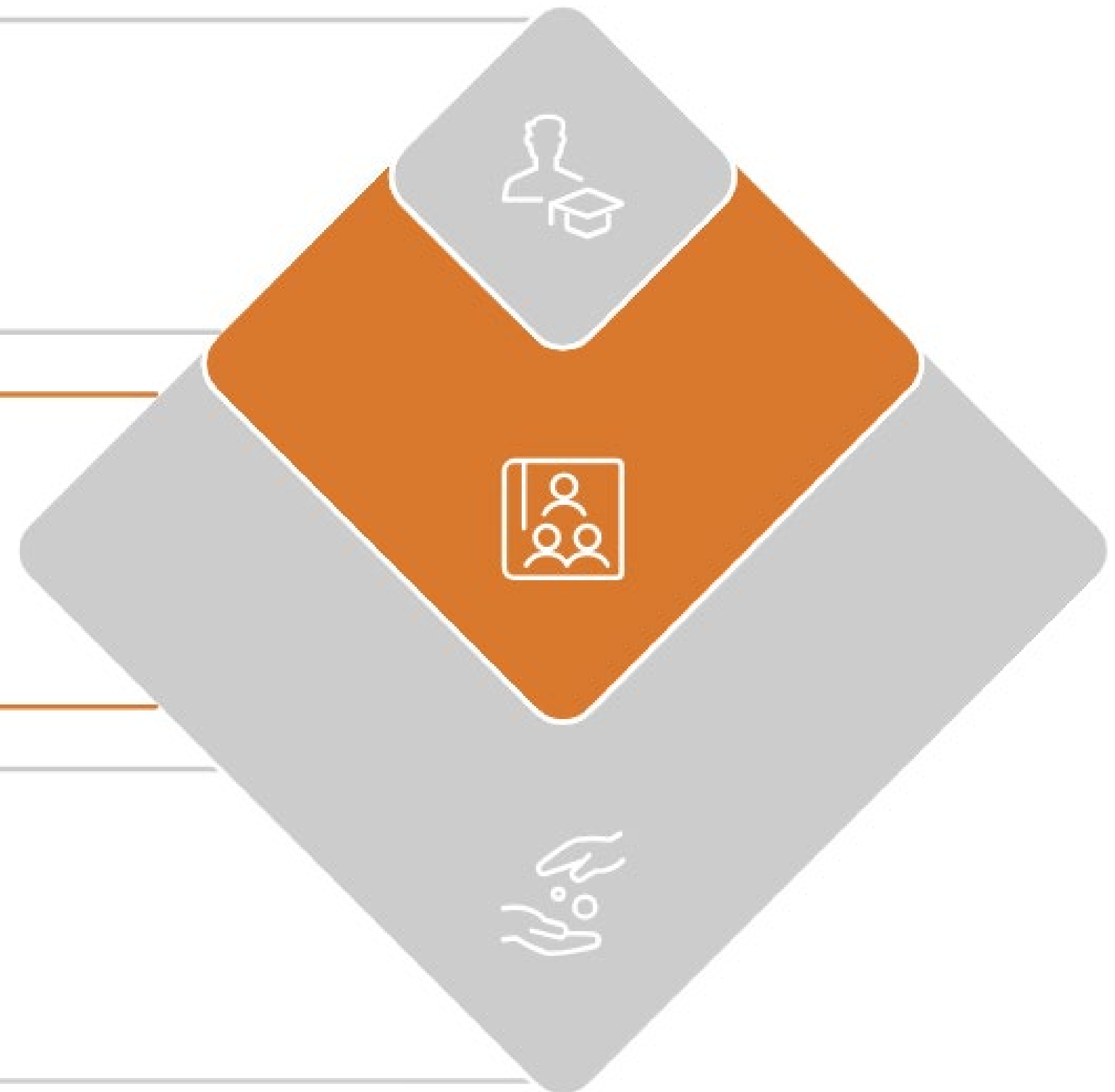
Encouraging Participation
New Communication Methods

Colleagues

Trainings & Resources
Personal Consultation

Donors

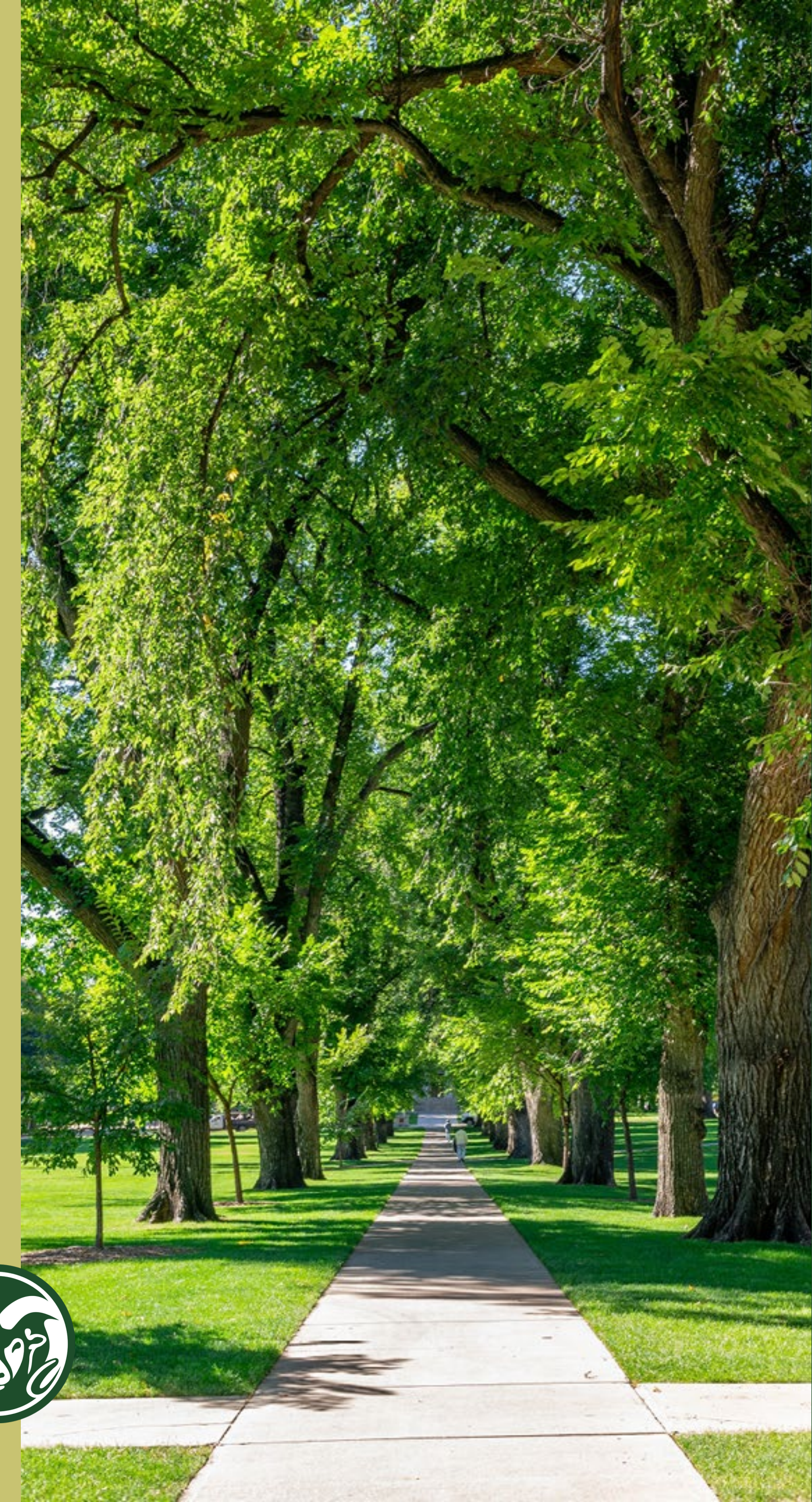
No Broad Announcement
Addressing Anomalies



The Internal Changeover

Your colleagues are key

- Training
 - Virtual Scholarship Stewardship Roundtables
 - Onboarding training modules: Scholarships 101
 - Attending college/unit team meetings
 - Resources galore (talking points & sample language)
 - Consulting for special circumstances
- Ongoing Updates
 - Reminder of distribution dates
 - Tools for cultivation/stewardship



Yes, Exact Language...



Student Focused. The hard work that goes into receiving a scholarship is just the beginning for our student scholarship recipients. Like you, we believe students should be focused on their academics, working toward their career goals, and enjoying the full CSU experience. We do not want to add to the immense pressure students are already facing by requiring them to choose between meeting a donor and missing practice or rehearsal, skipping time with friends, or spending less time studying and learning.

Keeping You Connected. Though it will no longer be a requirement, we expect many recipients will continue to share their stories and experiences, attend events, and connect with you when they are able. We will continue to share the name, major, minor, concentration, and class awarded the scholarship. Students unable to attend events or speak directly will have the ability to upload videos of themselves, work examples, and other materials up to and how they're succeeding.

Creating Community. We are also going to take this opportunity to show the community at Colorado State University. Rather than just hearing about scholarships across CSU are helping to enhance the University's reputation as a premier learning institutions in the country, the impact your philanthropy is having on how your generosity is helping to create tomorrow's leaders today. [Imp](#) two examples of the ways you may hear from us about the positive impact making at CSU.

Speaking with Established Scholarship Donors

Making Scholarships More Fulfilling. We want to make you aware of some changes you may notice regarding scholarships and the ways recipients interact with you and other donors. After much thought and discussion with leadership, students, donors, faculty, and staff, Colorado State University will no longer be requiring student scholarship recipients to connect directly with donors. Previously, scholarship recipients were required to fill out surveys, write letters, attend events, and engage with donors directly. Though you may be used to putting a distinct name, face, story, and experience to your gift, we've come to realize this requirement is not the best way to serve our students and tell the complete story of scholarships at CSU. Despite these changes, CSU scholarship recipients have consistently shown their desire and willingness to express gratitude and connect with scholarship donors who have done so much to help them succeed in their studies, careers, and lives. In fact,



UNIVERSITY
ADVANCEMENT
COLORADO STATE UNIVERSITY

More Language



Speaking with New/Potential Scholarship Donors

Thank you for your interest in establishing a scholarship at Colorado State University. When you invest in students, you expand opportunities for the next generation of scholars, leaders, and innovators. You set the stage for current and future Rams to follow their dreams and lead our world. Thank you for underscoring your belief in the transformative power of education.

What to Expect. In addition to being notified of the scholarship's recipient(s), donors who establish named scholarships receive ongoing communications about the impact of their giving. Scholarships, such as [impact reports](#) and [videos](#). At CSU, it is our honor to share the incredible difference scholarships make in the lives of our students.

Our Philosophy. We consider students to be partners in scholarship stewardship. Student Advancement regularly invites and encourages scholarship recipients to share their stories with donors in a variety of engaging ways. Many scholarship recipients are unable to participate, but we cannot require their participation. This practice aligns with our [Principles of Stewardship](#).

Here for You. As a development officer, I am always here for you and available to answer any questions you may have. I am excited to help you see the impact of your giving at CSU. Thank you for all that you do for the University, our community, and beyond!

Appendix C: Sample Language to Use with Donors

Explanatory Text/Footnote for Scholarship Event Communications

– for inclusion in save-the-dates, invitations, etc., to donors

Every effort will be made to seat you with the recipient(s) of your named scholarship(s); however, if they are unable to attend, you will be seated with another COLLEGE/UNIT scholarship recipient whose CSU journey has been made possible thanks to scholarships like yours.

When a Scholarship Recipient Declines to Provide an Impact Statement

(e.g., scholarship survey, thank-you note) *– for UA staff to use with donors*

Dear DONOR,

Thank you again for your generosity and creating the SCHOLARSHIP at Colorado State University. To date, XX students have received this scholarship that has helped put them on the path to success. Like most SCHOOL YEAR working toward a DEGREE in the COLLEGE, NAME, the current recipient of the SCHOLARSHIP, is diligently working on their studies and other student activities and is unable to share more detail about how things are going at this time. Out of respect for our students and their dedication to their academics, we leave it up to them to choose when and how to engage with scholarship stewardship activities as their time and resources allow. Rest assured we will be providing NAME ample opportunity to share their appreciation throughout the year. In the meantime, I wanted to share a story from COLLEGE/ANOTHER STUDENT AT THE COLLEGE that shows the impact of your giving.

Lessons Learned: Donors

Students

Encouraging Participation
New Communication Methods

Colleagues

Trainings & Resources
Personal Consultation

Donors

No Broad Announcement
Addressing Anomalies



Announce to Donors?

Why CSU Did Not

- Many won't experience change
 - Prevent undue confusion
- But be prepared
 - Public-facing: website & FAQ
 - Talking points & sample language (For advancement & non-advancement)
- 1:1 outreach
 - For VIP/sensitive donors
 - Document excepted/approved promises

If I establish a scholarship, what can I expect to receive from CSU?

- Annual notification of scholarship recipients.
- Annual report about the endowment's financial status (endowed scholarships only).
- Periodic scholarship videos, impact reports, and other communications.
- Opportunities to engage with leadership, faculty, staff, and students through various events and engagement activities.

How will I know who the scholarship recipients are?

On an annual basis, University Advancement will notify you of your named scholarship's recipients (name, major, minor, concentration, and class level).

Can I contact the scholarship recipients?

Student contact information is confidential and cannot be shared without a student's permission. However,

University Advancement is happy to serve as a conduit. Visit colostate.edu and we will pass your message to the student so they can respond!

Will I receive a thank you?

All scholarship recipients are invited and encouraged to share their stories, but others may not. If possible, University Advancement will share their stories. However, we cannot require scholarship recipients to share their stories. We will share scholarship videos and impact reports through our website.

Will I meet the scholarship recipients?

Several colleges and programs host scholarship events. Many students may be invited to share their stories.

The screenshot shows the 'Scholarship Resources for Donors' page on the Colorado State University website. The header includes the CSU logo, 'UNIVERSITY ADVANCEMENT', and navigation links like 'GIVE NOW' and 'MENU'. The main heading is 'Scholarship Resources for Donors'. Below this, there's a section titled 'Our Scholarship Philosophy' which states that students are partners in scholarship stewardship and that the university encourages recipients to share their stories. It also mentions that donors who establish named scholarships receive ongoing communications about the impact of the scholarships. At the bottom, there's a 'Frequently Asked Questions' section with a 'DOWNLOAD FAQ' button. A quote from Rick Miranda, Chief Academic Officer, is featured in a callout box, stating that the scholarship program aligns with the university's land-grant mission and Principles of Community.

Scholarship Resources for Donors

Our Scholarship Philosophy

Students are our partners in scholarship stewardship. University Advancement regularly invites and encourages scholarship recipients to share what scholarships mean to them in a variety of engaging ways. Many scholarship recipients are eager to participate, but we cannot require their participation. This practice aligns with our [Principles of Community](#).

What to Expect: In addition to being notified of the scholarship's recipient(s) on an annual basis, donors who establish named scholarships receive ongoing communications about the impact of the scholarships, such as [impact reports](#) and [videos](#). At CSU, it is our honor and privilege to update donors about the incredible difference scholarships make in the lives of our students. Please see the frequently asked questions below for additional information.

Frequently Asked Questions

[DOWNLOAD FAQ](#)

Quote: "Having a vibrant, diverse, and robust scholarship program at CSU aligns with our land-grant mission and our Principles of Community. Through scholarships, we affirm and reaffirm that students of all backgrounds and abilities belong here at CSU."
— Rick Miranda

Centralizing Stewarddee Notifications

- **Centralization of stewarddee notifications**
 - Consistent, timely, predictable for donors
 - Infusing best practices
- **Giving time back to fundraising teams**
 - ~10-15 weeks annually back to colleges/unit
 - Demonstration of service and streamlining
- **Resources needed**
 - New position
 - Streamlined process to create donor reports



Holley Grentz (she/her)

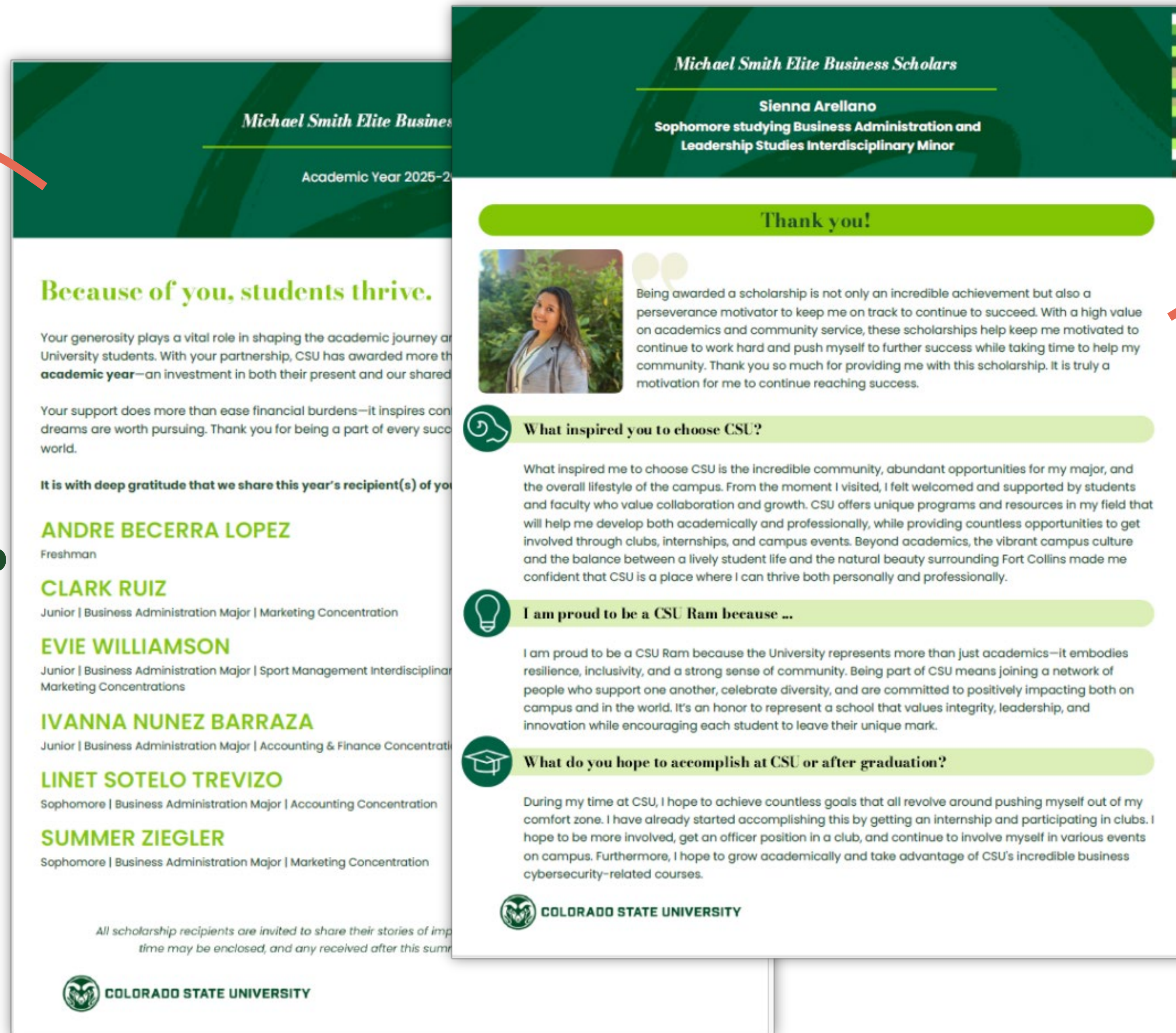
Associate Director of Scholarship Stewardship
Holley.Grentz@colostate.edu



AWARDED

Stewardee Report Preview

All stewardees
receive scholarship
notification letter
in December.



And scholarship
recipient survey
responses, *if*
available.

Today's Objectives

- Focusing on “the why”
- Unpacking the process
- Understanding the changes
- Exploring lessons learned

★ Translating to your organization



Where Courage Becomes Action

- What do you know about your practices? How can you learn more?
- Who are the vested stakeholders and who are the decision makers? How can you build up those relationships?
- What is your ideal future state?
- Are there smaller changes you can make now?
- What is the current appetite for change? How can you explore that?
- What resources are needed along the way?
- What do I need to be an effective listener, partner, and activator?

Bringing It Home

**The willingness to show up changes us.
It makes us a little braver each time.**

— Brené Brown, *Daring Greatly*

Bringing It Home

Key Takeaways

- **PERSERVERENCE!**
- Make friends & unite them
- This path isn't linear
- Center on shared goals, mission, & values
- Be ready to move quickly
- One size doesn't fit all
- Incremental improvement is still a **BIG** win!



THANK YOU!

Katie.Brayden@colostate.edu



Additional Resources

[CSU's Scholarship Stewardship Website](#)

Related Webinars and Trainings:

- [ADRP – So many to mention! Go exploring!](#)
- [Donor Relations Group – DEI Resources](#)

Helpful Readings:

- Harvard Crimson, [Who Does the Celebration of Scholarships Celebrate?](#)
- University of Richmond Collegian, [Opinion: UR's Donor Relations Tokenize Students on Need-based Financial Aid](#)
- Community Centric Fundraising, [7 Ways to Tell Stories Ethically: The Journey from Exploited Program Participant to Empowered Storyteller](#)
- Inside Higher Ed, [Low-income Students Don't Owe Donors Their Stories \(opinion\)](#)
- Boston Globe, [There's a Hidden Burden on Students with Scholarships](#)
- University of Minnesota, [Ethical and Equitable Storytelling](#)