Creating a Student Affairs Fundraising Culture

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- Robert Snyder (rsnyder@gwu.edu)
  - Executive Director of Planning and Outreach, Student Affairs
- Andrew Sonn (asonn@gwu.edu)
  - Assistant Vice President for Student Services, Student Affairs
Learning Outcomes

• Develop **ideas to encourage collaboration** between student affairs and development/alumni relations.

• Identify **relationships participants plan to build with development/alumni relations** at their institutions.

• Identify **success stories of programs, events, and fundraising efforts that include collaboration between student affairs and development/alumni relations**.
Participant Introductions

- Your Name, Role, and Goals for Session
- Activity: Impact of a Dollar
Why Student Affairs Fundraising is Critical for GW Students

$54,906

Total gifts to specific student organizations in 2013-2014

(First Night during Welcome Week)

(Ron Howard Student Assistance Fund)

(Recovery Program)
Why Student Affairs Fundraising is Critical for DSA Departments

- Every Division of Student Affairs (DSA) department has a fundraising project in the current case statement.

- Departmental and divisional resources are enhanced by fundraising.

1,000+ donors contributed $855,038

67% DSA donors that are young alumni

638 new donors

2013-2014 DSA Donor Summary

- Greek Life Fund
- Student Activities Fund
- Ron Howard Student Assistance Fund
- Knowledge in Action Career Internship Fund

Students gwu.edu/giving
Why Fundraising is Critical for You and Your Professional Development

• Augmenting Financial Resources

• Changing Role of the Chief Student Affairs Officer

• ACPA/NASPA Professional Competencies for Human and Organizational Resources
Comparing Priorities and Culture

• What is important to development and alumni relations?

• What is important to student affairs?

• What are the opportunities for, and barriers to, collaboration?
Development 101: Key Lingo

- Case Statement
- Endowment
- Restricted vs. Unrestricted Gifts
- Capacity
- Campaign
- Annual, Major, & Planned Giving

GW Student Affairs
students.gwu.edu/giving
Development 101: Development Cycle

1. Discovery & Identification
2. Engagement
3. Cultivation
4. Solicitation
5. Stewardship
Activity:
What are your experiences with fundraising?
Key Questions about Student Affairs Fundraising

• How are student affairs fundraising efforts organized?

• How does student affairs work with development/alumni relations?

• What structures exist within student affairs to support fundraising?
Assessing Your Institution’s Student Affairs Fundraising Effort

- 1=Non-existent
- 2=Weak
- 3=Nascent
- 4=Evolving
- 5=Strong and Mature
Phases of GW Student Affairs Fundraising

- **Foundation** (pre-2012-2013)
- **Formation** (2013-2014)
- **Formalization** (2014-2015)
- **Future** (2015-beyond)
Foundation

Shifting the Culture

- Targets of Opportunity
- Leadership Transition
- Vision
- DSA Committee Structure
Formation

Building the Culture

- Committee Establishment
- Planning and Outreach Team
- Projects
  - Departmental Interviews
  - Stewardship
  - Prospecting
Committee Charge

Provide coordination across and within all DSA units and with Development and Alumni Relations to ensure we enhance our financial resources and contribute substantively to annual and comprehensive campaign fundraising efforts.

Committee Members

- Robert Snyder (co-chair), DSA
- Andrew Sonn (co-chair), DSA
- David Anderson, Annual Giving
- Anne Graham, Student Engagement
- Andrew Goretsky, Student Engagement
- Rodney Johnson, Parent Services
- Molly Kastendieck, Alumni Relations
- Anna Mahalak, Planning & Outreach
- Chantele Martin, Annual Giving
- Lindsay McConnell, Student Conduct
- Michelle Rehberger, Career Services
- Seth Weinshel, Housing & Financial Services
Formalization

*Implementing the Culture*

- Student Affairs Giving Website
- Case Statement
- Student Giving
  - GW Flag Day
  - Senior Class Gift Campaign
- Staff Giving
  - Peer to Peer Outreach
  - Donor Recognition
- Trainings
- Advisory Council
Future
Enhancing the Culture

• Student and staff training
• Fundraising outreach
• Student-alumni engagement
• Donor reporting and stewardship
Lessons Learned

• Importance of fundraising

• Similarities, differences, and collaboration

• Foundational knowledge and structures

• Implementation approach
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