



Sharing Success for Creative Fundraising Feedback

Takeaways from the weekend:

- Engagement is important! Send own class stewardship piece like the one 2008 did last year.
- Monthly donations are a good option for anyone at any phase of life.
- Everyone wants more mini-reunions and mini-events to continue engagement.
- Incorporate class statistics (participation, contributions, Founders members) by class in the Wheaton magazine.
- Must get a class letter together ASAP!
- Must be creative and keep trying different avenues to generate donations.
- I should reconsider monthly giving.
- What I learned: competition, set goals, stress monthly giving.
- Competition works and monthly birthday greetings on Facebook.
- We each have a unique Wheaton story and why we volunteer. We need to use our story to increase participation.
- Facebook class page is a good resource!
- Ask for reasonable recurring amount.
- Whimsical engagement to increase participation at lower levels.
- \$20.14 challenge idea with class appeal letters.
- Consider a class appeal with retirement beneficiaries and Wheaton.
- Giving monthly!
- Importance of Founders Society and how size is not critical.
- I'll try looking into the volunteer portal and trying a webinar.
- The idea of matching gifts and the idea of competition.
- Encourage classmates to give monthly.
- Handwritten notes, use of Venmo, giving monthly, and matching gifts.
- Founders Society – planned giving!
- Wheaton volunteers are amazing and work hard on behalf of the college. And the Wheaton staff is amazing and makes it fun and easy!

Things I want to learn more about:

- What percentage of alumni donate to Wheaton? How does it vary by decade?
- Would like a seminar on digital skill development.
- More information on the technology side.
- Looking forward to seeing info on the portal.
- Making a class Facebook page?
- I'd like a list of different giving levels - \$ amount and name of giving level.
- Always looking for new approaches.
- Venmo and other easy pay options for young alumni.

- For more information, please contact your Program Manager and we can help to get you set-up.
- Have a listserv-like email group for gift chairs to communicate with each other.
- Instagram – setting up. Would like more information on Facebook advertising because we have some alumni that do not want or are not on our class page.
- What are new ways to contact classmates?
- Need more practice with targeted emails and communication methods?

Thank you for all of your feedback from the weekend. We will continue to share more information with you all!

Wheaton Fund team