

# Sharing Success for Creative Fundraising

Saturday  
October 13, 2018



# Tools & Technology



# Mrs. Carol Isenberg Barnett '81

- Develop theme for the year (life stages)
- Post on Facebook one to two times a month
- Take advantage of digital technology combined with personal outreach

# The Power of Your Personal Network



# Nan Garland '78

- Engage classmates—but not too much!
- Highlight Wheaton's current success and bright future
- Don't think you have to do everything!
- Create "competition"
- Be grateful for any and all pledges!



# **Raising Sights & Acquiring New Donors**



# Class Challenges: Susan Anthony Wilson '71

<b>New Donor Challenge</b>			
1973 (45th Reunion)	Matched \$19.73 for any gift over \$73 from a classmate who has not given since their 40th Reunion	Yielded 7 new donors at \$2,623	Additional \$138 in matching monies to the class
1972	Matched \$19.72 for any gift over \$25 from a classmate who has not given in over a year	Yielded 8 new donors at \$3,000	Additional \$158 in matching monies to the class
1971	Matched \$19.71 from a classmate who has not given for over 2 years	Yielded 7 new donors at \$1,015	Additional \$138 in matching monies to the class
1968	Matched dollar-for-dollar up to \$5,000 for all classmates who have not given in over five years	Yielded 15 new donors at \$3,875	Additional \$3,875 in matching monies to the class
<b>Mary Lyon Leadership Society Challenge</b>			
1972	Match \$500 for all new Mary Lyon Leadership Society Members (minimum \$1,000)	Yielded 1 new member at \$1,500	Additional \$500 in matching monies to the class



# Marcia Coleman Williams '72

- Three objectives (new donors, retain donors, increase giving) - three different strategies
- Different approaches work for different class years
- Personal connection highly effective



# Stewardship



# Laura Blanchard Bitler '08: 10<sup>th</sup> Reunion Record - 2008

- The class of 2008 broke a 10<sup>th</sup> Reunion record by raising \$10,040 from 105 classmates in 2018!
- A lot of class officer and Wheaton Fund personalized outreach through the year
- Publicized our goal of breaking a record early on
- Utilized platforms through the college (website, giving pages, emails, Venmo, and crowdfunding)
- Broke the record just before midnight on June 30<sup>th</sup>
- As a stewardship piece, wrote an email to the whole class (donors and non-donors) to acknowledge that we broke a record, share photos from reunion weekend, and thank them!
- Used photo and wording from email to send out a thank you postcard for all the classmates that donated towards our goal



# 10<sup>th</sup> Reunion Record - 2008

Front of postcard:



# 10<sup>th</sup> Reunion Record - 2008

## Back of postcard:

Dear Class of 2008,

We did it! Again this year, we set a Wheaton College fundraising record (as we did at our senior gift, 2nd and 5th reunions). Our class had the most donors ever to give in a 10th reunion year, with an incredible 105 classmates contributing to the Wheaton Fund in honor of our 10th reunion milestone. Thanks to you and the other classmates listed here for your support of Wheaton this year. Collectively we surpassed our fundraising goal, raising \$10,040, which will have an immediate impact on the students, faculty and staff at Wheaton and set a standard for the future of Wheaton. We appreciate that you have chosen to prioritize Wheaton in your philanthropy this year. Yet again, you made us proud to be a part of the Class of '08!

With gratitude, The 2008 Class Officers

Anonymous (11), Anne Bahr, Sarah Baline, Sabina Balkissoon, Evan Bell, Victoria Bennett, Emma Birge-Osborne, Laura (Blanchard) Bitler, Collyn Bradley, Megan (Brousseau) Haber, Amy Brown, Justin Brown, Mathew Calabro, Megan (Hertler) Carrier, Hui Gen Chen, Robin Child, Whitney Connell, Elizabeth Cooper, Madhu (Cornwell) Khan, Jessica DePaiva, Brent DiGiovanna, Rebecca Epstein, Sarah (Scott) Felson, Kimberly (Wozniakewicz) Fisher, Lindsay Forsberg, Nicholas Fradiani, Michael Freese, Joshua Friedman, Christopher Gallagher, Mawena Gbedema, R. Bowen Gillie, Peter Ginsbury, Ella (Farnsworth) Ginsbury, Alida Gomez, Victoria Hay, Anna Hoertkorn, Briana (Jackson) Huguenel, Nicholas Johansen, Kyle Judkins, Perri Kapp, Aidan Kelley, Megan Kinney, Emily Krasner, John Kuol, Thayer Lawson, Joseph Lee, Janine Lipsky, Austin Llewellyn, Heather Lobitz, Matthew Lorello, Cara (Strachan) Mann, Nicholas Mann, Jenna Mason, Corinna McFarland, Daniel McGuire, Maya Milic-Strkalj, Laura (Gallant) Mintzer, Jake Mintzer, Caitlin Mitchell, Cheryl Moskowitz, Jennifer Mullen, Emily Muller, Ashlan Musante, Chelsea Nader, Lindsay (Nason) Villone, Shannon O'Leary, Ryan Onell Letada, David Ostman, Mary Ostrander Beed, Jacob Otto, Nicholas Parson, Seth Perkins, Kathryn Pienta, Janessa Piteo, Bridget Pulice, Taavi Raidma, Kathryn Riley, Molly (Hislop) Robinson, Genevieve Scoville, Diane Seltzer, Laura Seretta, Katharine Stanley, Sarah Steward, Polly Sturges, Jessica Summers, Caroline Teague-Nortcliff, Liana Tierney, Anna Kate (Franlin) Tobin, Juliann True Dooley, Ian Walker, Heather Wheble, Margaret Wheeler-Frothingham, Elizabeth (Fletcher) White, Nicholas Yeaton, Ru-Shyan Yen



# Making an Impact



# Lindsay Nason Villone '08

- Why I give: Wheaton gave me a lot during my 4 years as a student and I am proud of the legacy that is being continued today
- Giving monthly: it's convenient, I can give more generously over the year, it makes leadership giving levels more accessible, etc.
- Giving at a leadership level: as a volunteer for the Alumni Board and my class, it's my responsibility to lead by example



# Leadership Level Giving

## Mary Lyon Leadership Society

Alumni 10 or More Years Out, Parents, and Friends

### Giving levels:

- \$50,000 or more Wheaton Benefactors
- \$25,000-\$49,999 Trustees' Circle
- \$15,000-\$24,999 President's Circle
- \$10,000-\$14,999 Eliza Wheaton Circle
- \$5,000-\$9,999 Wheaton Partners
- \$2,500-\$4,999 Muriel Reynolds '24
- \$1,000-\$2,499 Mary Lyon Circle

## Young Leaders Circle

Current Students – Alumni 9 Years Out

### Giving levels:

- \$900-\$999 (2010) Alumni 9 Years Out
- \$800-\$999 (2011) Alumni 8 Years Out
- \$700-\$999 (2012) Alumni 7 Years Out
- \$600-\$999 (2013) Alumni 6 Years Out
- \$500-\$999 (2014) Alumni 5 Years Out
- \$400-\$999 (2015) Alumni 4 Years Out
- \$300-\$999 (2016) Alumni 3 Years Out
- \$200-\$999 (2017) Alumni 2 Years Out
- \$100-\$999 (2018) Alumni 1 Year Out
- \$50-\$999 Current Students

*\*Consider recurring monthly gifts or corporate matching gift programs to increase your impact to Wheaton.*



# Caitlin Claflin '15 – Why I Give:

Wheaton is an incredible school that offered me amazing opportunities. I want to help make the exceptional education and experience I had at Wheaton possible for future Wheaties. The biggest influence on my time at Wheaton and everything I gained there was the people. My professors, the incredibly supportive staff, and most importantly, my peers. My class is made up of intelligent, passionate people from all backgrounds, but the cost of attending Wheaton can be prohibitive to many. I give to help ensure that Wheaton can welcome and support the most talented students regardless of their financial situation.

I give at the level that I do in order to make the biggest difference I can. Education is a cause that I am incredibly passionate about, and while college is not a necessary step for everyone, I want it to be their own dreams and goals that lead them to that decision, not a lack of funding. I doubt I'll ever be in a position to do something as significant as endowing a scholarship, but by giving as much as I can and encouraging others to do the same I hope I can still make a difference. For this reason, I choose to give a little bit every month. Making a monthly gift allows me to give more than I would be able to if I made a single donation each year. In addition, at the beginning of each new fiscal year I cancel my current gift and start a new one. Doing so allows me to reevaluate how much I am able to give. I am grateful that I've been in a position to increase my gift each year and continue to be a leader in my class.



# Founders Society

At Wheaton College, we welcome you as a member of our Founders Society when you let us know Wheaton is in your will or estate plan, or by establishing a life income gift with the college. Founders Society members are committed to ensuring that Eliza Baylies Wheaton's vision endures.

## **Examples of Planned Gifts:**

- Bequest
- Beneficiary Designation Gift
- Charitable Gift Annuity
- Charitable Remainder Trust
- Retained Life Estate



# Jeffrey Banks '94 – What will your legacy be?

- Class President
- Mathematics and special education teacher at the Mary Lyon Pilot High School, Boston Public Schools
- Church clerk and active member of First Church Somerville, UCC
- Selected Most Influential Teacher by the classes of 2015, 2017 and 2018 at previous high school

# Questions?

- Please write on a post-it note one takeaway from the weekend and on another post-it note an area where you wish to receive more information