

Obama and the Internet: One Man's Web Fundraising Experience and What It Means For Your Annual Fund

Bob Burdenski
CEAC 2009

More Innovations in Annual Giving



What Are We Trying To Accomplish?



Qualified Major Gift Prospects
Increased Donor Value
A Sustained Giving Relationship
Initial Gift Support
A Learned Institutional Culture
Ongoing Institutional Affinity

The Annual Giving Pyramid

Kodak's Digital Photography

Kodak to cut up to 4,500 jobs

Thu Jan 29, 2009 11:28am EST

[Email](#) | [Print](#) | [Share](#) | [Reprints](#) | [Single Page](#)



By Franklin Paul

NEW YORK (Reuters) - Eastman Kodak Co posted a sharp quarterly loss and said it would cut up to 4,500 jobs this year after



Polaroid to quit the Polaroid business

By Alan Sircom



After 60 years of making instant pictures, Polaroid is peeling back from its film photography business. Polaroid quietly stopped manufacturing instant film cameras last year and will cease production of instant film altogether in 2009. The company will instead concentrate on its other interests, including selling Polaroid-branded digital cameras, digital photo frames and LCD televisions.

Facebook offers stud

Newsweek

By Sarah Michalos
Summer Editor

In the midst of an online phenomena country, Purdue's incoming freshmen

Whether or not to join Facebook.

Pablo Malavenda, associate dean of 40,000 people in the Purdue commu University is in the top 10 nationwide

Facebook, an online social network f created by a Harvard student in Febr

"Last summer was a big boom with and it's not going to be different with incoming students will have their pur can join then."

Malavenda said that although Facebo if used correctly, students need to b out on the web.

"It's very much like designing a post then posting it in the middle of the see it, then being surprised that peo

Because of this possibility, Malavend the privacy settings Facebook offers.

See You at Reunion. Or Maybe Not.

Adam B. Kushner
NEWSWEEK
Updated: 12:14 PM ET Jun 7, 2008

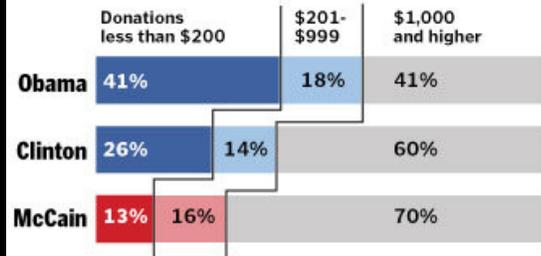
Before he graduated from Tulane in 2003, Ardalen Minokadeh spent most of his waking hours in one of two places: P.J.'s Coffee on Maple Street and the late-night carrels at the University Center. But he didn't revisit any of his old New Orleans haunts during his five-year college reunion last month, because he didn't go. He already sees plenty of his closest Tulane pals, and as for the dozens of more distant friends from school, why does he need a reunion when he's got Facebook? Social networking has largely been a force for good, reconnecting grade-school classmates, creating a whole new approach to dating and enabling employers to check up on new hires. But it might just kill the college reunion.

Historically, reunions have used voyeurism as a lure. Who lives where, who got hitched, who got fat—you had to show up to find out. But now the answers are all online. "Facebook has turned the idea of college reunions from an expensive necessity to just expensive," says Kevin Pang, who skipped his five-year reunion at the University of Southern California last week.

That's bad news for colleges: reunions are the most reliable fund-raising tool in their arsenal. "It works, there's no question," says Derek Wittner, Columbia University's deputy vice president for development, adding that reunions often account for a third of overall giving. [They are] used, by design, to encourage more aggressive philanthropy every five years. Reunions work, says Alison Traub, a development officer at the University of Virginia, because they make people feel involved and provide a "natural timetable" for donations. "Fund-raising is all about creating artificial deadlines—'Won't you make a gift before reunion?' " Colleges know from their own research that if you get graduates to start donating young, they'll keep it up late into life. The danger is that an attendance falloff at reunions now could have a ripple effect for decades. "If reunions were to go away," says Tim Caboni, a scholar at Vanderbilt's Peabody College of Education, schools will "have to figure out other ways to tap into loyalty."

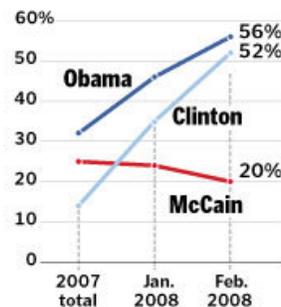
FUND-RAISING BY CANDIDATES

Jan. 1, 2007, through Feb. 29, 2008



SOURCE: The Campaign Finance Institute
DAVID SCHUTZ/GLOBE STAFF

TREND OF DONORS GIVING \$200 OR LESS TO CAMPAIGN



Let's Review What The Web Offers

- Real-Time Immediacy
- Fewer Constraints Than Paper or Phone
- Strengthened Peer Networking
- A New Canvas For the Case For Support
- New Information-Distributing Capabilities
- New Information-Gathering Capabilities
- Greater Transaction Efficiency (Cheaper!)
- De-Centralized Program Management
- (Potentially) Painless Personalization

Real Time Immediacy

Email Immediacy



- Hamilton's December 31st appeal from Board chair reiterating challenge grant
- "Your gift by midnight tonight"

"Your gift by midnight tonight"

Make a Donation Before the Deadline

You can decide where we fight -- and how strong our team will be.

On Friday morning, we have to make the final, hard decisions about deploying our resources.

Your support before midnight on Thursday will determine how hard we can fight -- and if we can expand our operation into newly competitive states.

Watch Barack's message and make a donation before Thursday at midnight.



- Obama's "\$5 Million Days" broke down campaign goals into day-by-day objectives.
- Inspired regular contributors



LEAP YEAR CHALLENGE

2008 February Leap Year Challenge - You've Done It!

Classes of 1979-2007 Exceed Their Goal

To heat things up for Hamilton's Annual Fund, Charter Trustee Jack Withiam '71 offered a challenge. **Twenty-nine February days ... twenty-nine classes (1979 - 2007) ... twenty-nine gifts or pledges a day ... for \$29,000!**

Since the goal has been achieved the College will name a **Leap Year Scholar** - a current student who is receiving a Hamilton College grant supported by the Annual Fund. That student's story will be communicated to all February donors who help meet the challenge, which illustrates the tangible value your generosity creates.

Many thanks!! It's who we are.

29 DAYS
29 CLASSES
29 GIFTS/DAY
\$29,000



OREGON EPISCOPAL SCHOOL



APRIL CHALLENGE



Five alumni have challenged the Dartmouth College Fund: Bring in 4,000 donors in April and together they will give a total of \$400,000 in return. **Please join us >>**

April Challenge Breaks 1,000: Thanks to our 1,974 donors, the April Challenge has reached its first benchmark. Please, give today.



Dartmouth College's April Challenge

 Subject: Dartmouth April Challenge breaks 1,000
 Date: Thu, 13 Apr 2006

Dear Kathy,

Exciting news: as of April 11, more than 1,000 alumni donors have supported the April Challenge. As a result, our challengers have committed their first \$100,000. Your gifts will directly influence the lives of students, supporting Dartmouth's financial aid, residential life, and academic programs.

We
 Wit April 18
 Subject: Dartmouth April Challenge is halfway there

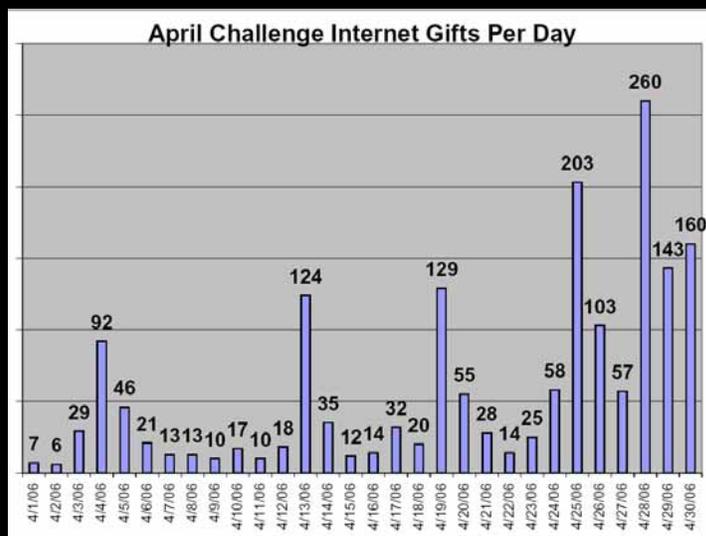
Vis
 And The glass is half full: as of April 18, more than 2,000 alumni donors have supported the April Challenge. As a result, our challengers have committed \$200,000, half of what they will give when we reach the goal. Your gifts will directly impact the lives of students, supporting Dartmouth's financial aid, residential life, and academic programs.

But the glass is still half empty. We have a long way to go to make our goal of 4,000 donors by April 30. With your help, we can make it. Won't you join us today?

Visit www.dartmouthcollegefund.org to make your online gift.

And thank you.

Dartmouth College's April Challenge





LEADERBOARD

Below is a listing of all our top supporters who have worked hard to help John McCain. Thank you!

Most Dollars Raised

1.	Lloyd Greif	\$19,450.00
2.	Hispanic Business 100	\$15,100.00
3.	Majda Mourad	\$14,350.00
4.	Cornel Mohoreanu	\$12,710.00
5.	James Hillhouse	\$8,950.00
6.	Brainerd H. Whitbeck III	\$8,820.00
7.	Michael Kim	\$6,900.00
8.	Beverly Bailey	\$6,900.00
9.	Jonathan Risch	\$6,400.00
10.	Darren Gold	\$6,300.00



LEADERBOARD

Below is a listing of all our top supporters who have worked hard to help John McCain. Thank you!

Most Contributors

1.	Brainerd H. Whitbeck III	32
2.	J. Peter Donald	17
3.	Robert Cohen	17
4.	Ben Olson	15
5.	Cornel Mohoreanu	14
6.	Jim Chandler	13
7.	Bayard Winthrop	12
8.	Hispanic Business 100	11
9.	Jake Tyshow	10
10.	Lloyd Greif	10

FY 07 Top Ten



Check out the listings below to find out where your class stands in this week's ranking!

You can move your class up the rankings by recruiting your fellow alumni to make a gift to The Penn Fund before the end of the fiscal year on June 30. Celebrate your Penn Pride and start contacting your classmates today!

As of 02/18/07

Top ten classes by donors

Class	Donors
2007	748
1982	488
1978	401
1972	400
1980	387
1979	369
1981	366
1983	359
1984	353
1985	352

Top ten classes by BFS level donors

Class	Donors
2007	84
1979	66
1982	66
1978	52
1980	52
1981	51
1984	49
1976	46
1998	46
1977	44

Top ten classes by first time donors

Class	Donors
2007	656
2005	50
2006	44
1997	44
2004	39
2002	31
2001	30
1998	26
2003	25
1992	25

The Penn Fund's Classes of the Week

Kansas State University's Telefund Web Site

TELEFUND 2006 SCOREBOARD
TOTAL: \$1,400,372
(Total for all colleges)

College of Agriculture Feb. 5-9 \$220,029	College of Architecture, Planning & Design Feb. 19-20 \$77,393	College of Arts & Sciences Jan.29-Feb.2 \$292,999
College of Business Administration Jan. 22-26 \$163,479	College of Education Jan. 22-26 \$105,304	College of Engineering Feb. 12-16 \$306,580
College of Human Ecology Feb. 5-9 \$131,162	College of Technology & Aviation Feb. 15 & 19 \$8,175	College of Veterinary Medicine Feb. 12-13 \$95,240

Telefund 2006

[Click here for more news about Telefund 2006.](#)

- Webcam lets alumni see the energy of the phone room
- Many alumni were callers as students

Information Gathering

Who's Raising Their Hand?



Who's Raising Their Hand?

Tell us More About Yourself (Optional)

Home: () () () - () () () Mobile: () () () - () () () Work: () () () - () () ()

Are you interested in joining a McCain '08 Coalition? (Check all that apply)

<input type="checkbox"/> African Americans	<input type="checkbox"/> Americans of Faith	<input type="checkbox"/> Americans With Disabilities
<input type="checkbox"/> Asian Americans	<input type="checkbox"/> Business Leader	<input type="checkbox"/> Catholics
<input type="checkbox"/> Farmers and Ranchers	<input type="checkbox"/> Firefighters	<input type="checkbox"/> Hispanics
<input type="checkbox"/> Jewish	<input type="checkbox"/> Law Enforcement	<input type="checkbox"/> Lawyers
<input type="checkbox"/> Medical Professionals	<input type="checkbox"/> Military	<input type="checkbox"/> P.O.W.s
<input type="checkbox"/> Seniors	<input type="checkbox"/> Sportsmen	<input type="checkbox"/> Veterans
<input type="checkbox"/> Women	<input type="checkbox"/> Young Professionals	<input type="checkbox"/> Youth

Tell us how you can help (Check all that apply)

<input type="checkbox"/> Go Door-to-Door
<input type="checkbox"/> Host or Attend an Event
<input type="checkbox"/> Help Recruit Your Family and Friends
<input type="checkbox"/> Make Phone Calls
<input type="checkbox"/> Serve as a Precinct Captain
<input type="checkbox"/> Put up a Yard Sign
Organize my Peer Group: <input type="text"/>

(Optional) Select your College or University:

What State:

School:

JOIN OUR TEAM!
Take the first step - Click here

SEARCH
Search this site:
Keyword(s):

Obama's Text Message Mania

A screenshot of the Seventeen magazine website. The page features a navigation bar with categories like HOME, FASHION, HAIR+SKIN+MAKEUP, HEALTH+SEX+FITNESS, and DATING. A prominent banner reads "electionista! VOTE!". Below the banner is a search bar and a list of articles. The main article is titled "Be the First to Know Barack's VP!" and is dated August 19, 2008. The article text includes: "Are you wondering who Barack Obama's VP pick will be? Well, if you're as addicted to texting as we are (total addicts here!), you can be the first to know! Just text 'VP' to 62262, and Barack will text you his VP pick the second it's announced! And when your friends ask who just texted you? You can say, 'Oh, it's just Barack.' It doesn't get much cooler than that! This is the first time a campaign will ever do this, so let's make history! We just want to know: What happens if we text him back?! You can also sign up at barackobama.com to get e-mails about Barack's VP pick and other campaign news as soon as it comes out! Who do you think Barack should pick for his running mate? Will you sign up to get texts from Barack? We want to hear from you!"

A screenshot of the Twitter website interface. The header shows the Twitter logo and navigation links for "Home" and "Profile". The main content area has the prompt "What are you doing?" followed by a text input field and an "update" button. Below this, there is a section titled "What to do now:" with a list of three instructions: "1. Tell us what you're doing in the box above", "2. Find some friends and follow what they're doing", and "3. Turn on your mobile phone to update your friends on the go".

The Heart Kids Tweet-a-thon

On September
Hours To F



Help Sp
CHD
Aware

How To **MAXIMIZE** Your Donation?

You can extend the benefits that your generous contribution will bring our 'Heart Kids' by setting up a monthly ongoing donation system. If enough people make even a modest donation, it will add up to being adequate to fund a child's operation every month or quarter. [Click here to see](#)

To make this quick and easy, I have set up an automated monthly donation system you can use. (Please note: These donations will be set up through our business account with **Instant Niche Business** and managed via **PayPal**)

To donate **\$5 every month**, please click on the button below:



To donate **\$10 every month**, please click on the button below:



To donate **\$25 every month**, please click on the button below:



Cornell College's Online Senior Exit Survey

Faculty/Staff:

Classmates:

As a future alumnus, I am interested in helping the college to:

- plan social events in my geographical area
- plan future class reunions
- assist with student recruitment
- assist with career counseling
- other:

Please indicate your preferred affiliations with Cornell College (by checking all that apply and the affiliation closest to or furthest to of that group or organization):

Student Organizations

<input type="checkbox"/> Alpha Chi Sigma	<input type="checkbox"/> Gamma Tau Pi	<input type="checkbox"/> Phi Lambda Pi
<input type="checkbox"/> Alpha Sigma Pi	<input type="checkbox"/> Kappa Delta Chi	<input type="checkbox"/> Phi Omega
<input type="checkbox"/> Beta Omicron	<input type="checkbox"/> Kappa Theta	<input type="checkbox"/> Phi Delta

Student Organizations

<input type="checkbox"/> Advancing Leaders	<input type="checkbox"/> Developing Leaders	<input type="checkbox"/> Pep Band
<input type="checkbox"/> Alliance	<input type="checkbox"/> Dove Hall	<input type="checkbox"/> Pfeiffer Hall
<input type="checkbox"/> Alpha Phi Omega	<input type="checkbox"/> Emerging Leaders	<input type="checkbox"/> Phi Beta Kappa
<input type="checkbox"/> Alpha Psi Omega	<input type="checkbox"/> Environmental Club	<input type="checkbox"/> Pi Kappa Lambda
<input type="checkbox"/> Alternative Spring Break	<input type="checkbox"/> Evolving Leaders	<input type="checkbox"/> Pi Sigma Alpha
<input type="checkbox"/> Anthropology Club	<input type="checkbox"/> Eyes of the World	<input type="checkbox"/> Politics Interest Group
<input type="checkbox"/> Art Interest Group	<input type="checkbox"/> Fellowship of Christian Athletes	<input type="checkbox"/> Psi Chi

Key Relationships

Volunteer Interests

Key Activities

□ The Internet is helping to liberate our ability to collect prospect-specific information.

□ Class-based activities and other fundraising will be enhanced with a greater understanding of each alumnus's own particular interests.

Stanford's Reunion Books – Now Online

Maria Breaux




ADDRESS - CONTACT INFORMATION
Name: Maria Breaux
Street Address:
Phone Number:
Email:
Web:

ONE-CAMPUS RESIDENCE:
 Juggernaut, Pirawayten, Pio, No. Mirlo, Mirreni, Camy, Zapalala, Sterling Quad-Robinson, EBF, Duane

STUDENT ACTIVITIES/ASSOCIATIONS:
 Issues in Women's Self Defense; Overseas - Oxford, England; Societies; Winter One-Acts; General Dystopia

FAVORITE STANFORD MEMORY:
 The brown pillow incident ("Pillowgate")

Major:
 English/Creative Writing

Daughter:
 Dakota

LIFE SINCE STANFORD:

Notes from a MySpace Profile

Maria is in your extended network

"They're magically delicious."
 Female
 37 years old
 SAN FRANCISCO, CALIFORNIA
 United States

Status:	In a Relationship
Orientation:	Not sure
Hometown:	Not sure
Religion:	Other
Zodiac Sign:	Capricorn
Children:	Practically none

General: "It's concrete the fictional nature of the conditions of life means of course taking a dangerous stance against the consumer mental model which is a new philosophy which dared to do that about this stand alone beyond good and evil" - Friedrich Nietzsche

Music: Currently listening to anything inspirational: Steve Wonder, Bright Eyes, Nine Year Itch, R.E.M., others

Movies: Current fave is Dan Chappell's Book Party

Television: Looney Tunes DVD's

Books: Currently reading "Lava" by Laura Joplin

Heroes: Someone completely unrecognized and unheard of who's done something completely amazing

Groups: Stanford University

Class of '91 *15th Reunion*

Decentralized Management

REACH OUT TO VOTERS

MAKE CALLS KNOCK DOORS

Neighbor to Neighbor:

Reach Out to Voters in battleground states.

Talking directly to voters is the most important way you can help win this election for Barack Obama.

If you are not in a battleground state, we'll give you everything you need, including:

- A list of key voters to contact in battleground states
- A script you can use in your conversations
- An easy interface to report back your contacts

In a battleground state? You can:

- Print lists of voters near you to talk to in person or
- Get phone numbers of key voters to call in your state
- An easy interface to report back your contacts

We have email and phone support, so if you have any questions, we can help.

Already have an account?

Login

Email Address

Password forgot?

Remember me

Login

New user?

Create Account

First Name Last Name

Email Address

Password Confirm Password

Zip

Signup

Watch Jill Biden talk about the importance of phonebanking and make a few calls herself.

Wabash College Class News

W

michael bricker

For previous scholarship awards for "The Cassidy Kids" see: [Michael Bricker Building bridges to his country and the world through art](#) for more about the film, see the article in [Herald.com](#).

There is never a typical small exchange with Michael Bricker; he always repeats on a new project he's taken on or completed. Most recently, Bricker worked as the Art Director and Set Designer for a half-million dollar independent film entitled "The Cassidy Kids." The challenge for Michael was to create a set which looked like the set in one placed in 1966.

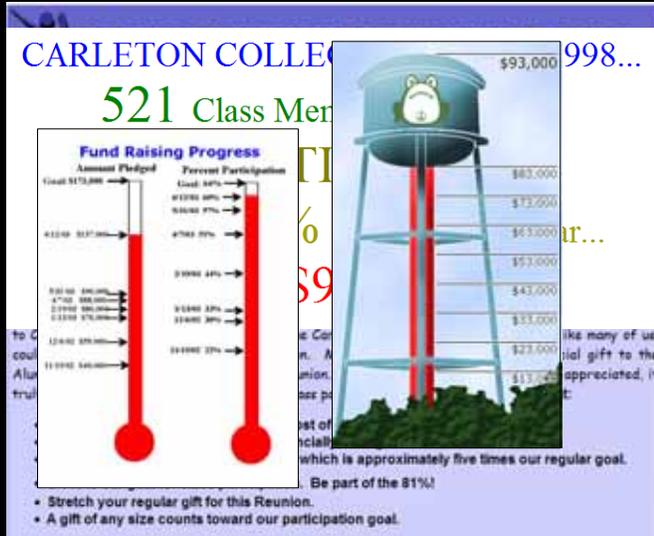
Michael continues to study architecture at the University of Texas in Austin. "All the film stuff has been exciting for me, and a nice outlet from my Master's work in Architecture," adds Bricker.

Mike has also begun work as a designer for two additional films "Sherry Night" and "Shivers", learn more at [www.reflex.com](#).

contact: Michael@wabashcollege.com

- Proactively and cost-effectively keeps classes and class volunteers engaged

Carleton College Class Web Pages



- Alumni take ownership of class pages, and fundraising as well
- Carleton annually has one of the highest alumni participation rates in the U.S.

The YouTube Volunteer



Williams College Willipedia

Article Directory

Buildings

Taconic Golf Club, Baxter Hall...

Computers

PeopleSoft, Listservers, IMP...

Dining

on campus, off campus, on sandwiches...

Games

Mattress Dominoes, Cribbage...

Groups

Springbreakers, WARP, WSO...

Guides

Wine, Hiking, Hammocking...

History

Campus controversies, Pranks...

Housing

Room picks, Currier Hall...

How-To

Make a web page, get to Boston...

Students

with car skills, who play poker...

To-Do

for WSO, for Morty, for you...

Tradition

Tray carvings, Polar bear swim...

WilliamSpeak

WARPie, crusty, Captain Moran...

Minor Categories (as yet)

Advice, Alumni, Academics, Athletics, Biography, ...

WILLIPEDIA MAIN PAGE | ABOUT | HELP | FAQ | SPECIAL PAGES | LOG IN

The WSO wiki [Printable version](#) | [Disclaimers](#) | [Privacy policy](#)

Find

Category:Alumni
From Willipedia

This category is small and sad, but hopefully it will come to include alumni notable for other things.

[Start this article](#)

Browse [Main Page](#) [WSO](#) [Recent changes](#) [Random page](#) [Help](#)

Edit [Edit this page](#) [Editing help](#)

This page [Discuss this page](#) [Post a comment](#) [Printable version](#)

Context [Page history](#) [What links here](#) [Related changes](#)

Articles in category "Alumni"

There are 13 articles in this category. If you'd like to put an existing article into this category, just add [[Category:Alumni]] to the top of it.

A	D cont.	P
<ul style="list-style-type: none"> Alaya Kuntz Alumni with web presences 	<ul style="list-style-type: none"> DeWitt Clinton Drew Newman 	<ul style="list-style-type: none"> Peter S. Wells
B	E	S
<ul style="list-style-type: none"> Brent Yorney 	<ul style="list-style-type: none"> Ephs at Wat 	<ul style="list-style-type: none"> Shimon Rura Susan Schwab Suzanne C.
	J	

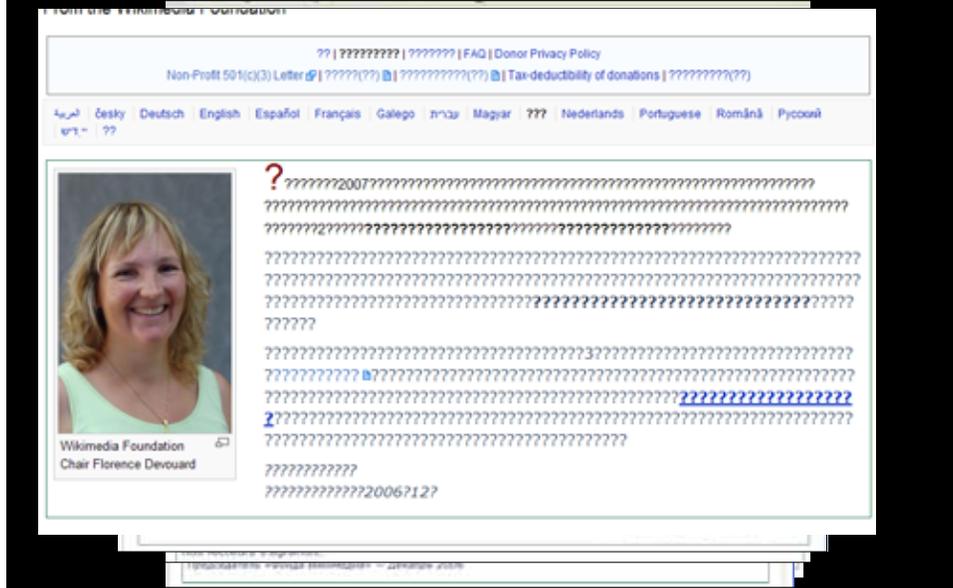
The Wiki Foundation

Filter: [distribution returns](#)

Name and Comment	Time (UTC)	Amount	Equivalent in USD
Robert Bowden Great to see the spirit of the internet alive and well. Free access and spreading the knowledge wealth. Long live Wikimedi!	2007-01-20 14:54:14	GBP 3.00	9.87
Anonymous	2007-01-20 14:43:48	GBP 20.00	39.48
Anonymous	2007-01-20 14:32:59	USD 25.00	25.00
John Leech	2007-01-20 13:44:13	USD 10.00	10.00
Andreas Baumhach macht weiter so, keep on going!	2007-01-20 13:25:12	EUR 10.00	12.96
Anonymous knowledge is power...	2007-01-20 13:21:35	EUR 20.00	25.92
Charlie Cole	2007-01-20 13:11:25	GBP 20.00	39.48
Anonymous	2007-01-20 13:09:26	GBP 10.00	19.74
Anonymous	2007-01-20 12:59:37	EUR 10.00	12.96
Anonymous	2007-01-20 12:33:06	DKK 30.00	3.22
TOMOKAZU OKADA	2007-01-20 12:32:04	JPY 5000	41.23
Brian Asson great website!	2007-01-20 12:14:00	USD 15.00	15.00
benjamin Baaymakers un grand avenir à wikipedia	2007-01-20 11:31:38	EUR 5.00	6.48
Mengyuan Zhou	2007-01-20 11:23:57	CAD 100.00	85.31
Anonymous	2007-01-20 10:43:46	EUR 10.00	12.96
Matthias Rathje	2007-01-20 09:57:36	EUR 5.00	6.48
Camilla Pomeroy	2007-01-20 09:48:21	USD 30.00	30.00
Anonymous	2007-01-20 09:36:17	EUR 25.00	32.40
Tamaz Souf Wikipedia kikka ass!	2007-01-20 08:56:56	EUR 10.00	12.96
Anonymous Love your work !!	2007-01-20 08:42:11	AUD 10.00	7.88
Richard Foersom Tak for gode artikler og information, hÅsen fra DK	2007-01-20 08:12:54	EUR 25.00	32.40
Anonymous	2007-01-20 07:09:27	USD 18.00	18.00
Anonymous For Tracy and her happiness	2007-01-20 06:49:21	USD 25.00	25.00
Dirk Weibel great website	2007-01-20 05:34:03	USD 10.00	10.00
Toshiyasu OGAWA	2007-01-20 05:28:33	JPY 3000	24.74

1 2 3 4 5 6 7 8 9 ... next > last >

The Wiki Case For Support



London Becomes Reunion Central?



Facebook

Posted Items
Displaying 2 of 7 posted items. See All

LinkedIn: Welcome
<http://www.linkedin.com/group/123255860906220744>
LinkedIn strengthens and extends your existing network of trusted contacts. LinkedIn is a networking tool that helps you discover inside connections to recommended job candidates, industry experts and business partners.

Join the Upper Canada College Alumni group on LinkedIn and connect professionally with Old Boys all over the world.

Whether you are unemployed, self-employed, under-employed or happily employed you will benefit from the inside connections you will make on this site.

This group has just been launched and will continue to grow daily.

Posted by Ange Foster

Related Groups

- UCC Old Boys
Student Groups - Clubs & Societies
- Save Boarding
Student Groups - Dorms & Residences
- Six Degrees Of Separation - The Experiment
Just for Fun - Facebook Classics
- Feed a Child with just a Click!
Common Interest - Beliefs & Causes
- BrentNation
Organizations - Clubs & Societies

Group Type
This is an open group. Anyone can join and invite others to join.

Admins

- Samantha Kerbel (Toronto, ON)
- Paul Winzell (no network)
- Ange Foster (no network)
- David Basu Roy (UWO)
- John Carson (Toronto, ON)

Pass It On -- The Common Ties Mentorship Program
<http://www.youtube.com/watch?v=...>
Mentorship can make a difference in a young person's life. Having a mentor can increase a person's self-confidence and enhance his ability to overcome obstacles, make decisions and realize his goals. At UCC, we believe in boys we believe in the potential of our students. ...

Admins
John Carson (Toronto, ON)
Admin: Communications Manager
Samantha Kerbel (Toronto, ON)
Administrative Assistant, Admission and Annual Giving

Home | What is LinkedIn? | Join Today | Sign In

183 members

LinkedIn User

LinkedIn now

LinkedIn?

or personally identifiable information (e.g. Alumni, and to be identified as you do not wish to give such consent,

at 3:00pm

(no network)
non-Tier Membership

(no network)

Facebook

facebook

Mark, Steve's Profile

Flyer Preview

Swarthmore Flyer

The Phonathon Needs You!

Annual Fund Man

Support Swarthmore and put some money in your pocket this fall. Contact the Swarthmore Fund office for more details. Flexible Schedule and a fun work environment!

Posted by Bob Burdenski

Facebook Flyer
Click Reply
Treasure!
Have you got what it takes?
Apply Field, this
Friday @ 2PM.
No experience necessary. Bring your check!

Institutions are increasingly incorporating social Internet sites like Facebook and MySpace into their annual giving strategies.

Some current examples...

- ❑ **"As the volunteer for a 5-year reunion class at my institution,** I utilized MySpace to keep my particular class updated about homecoming events and to keep them informed as to where we stood with the class goal. Although I didn't use it for direct solicitation, I did post a link for online giving and did receive small gifts. I'm currently constructing a MySpace page for our young alumni and hope to construct one very soon for our current students. There are other departments on campus, such as student affairs, who already have them in place." -- *Carletta Simmons, North Carolina Central University*
- ❑ **"I created a Facebook group for young alumni two weeks ago that has about 100 members and counting.** I've been posting pictures from past events, as well as posting information about the importance of giving including a link to our make a gift site. I plan on utilizing the Message All Members function to send a message near the end of the calendar year and near the end of the fiscal year with an ask that also drives them back to our website." -- *Adam Gertz, University of North Carolina at Chapel Hill*
- ❑ **"This year with the Graduation Gift committee we set up a Facebook group for seniors to join to get information about the campaign.** About 55 people have joined since we created the group about three weeks ago. That's almost 10 percent of the senior class. This is encouraging because normally we only have 10-15 percent of the class participate in the campaign for the whole spring semester. I think Facebook is a great way to get in touch with young grads and students." -- *Laura Rose, Pacific Lutheran University*

- ❑ **"We use our (Facebook) group as a "donors only" group and post all general information on our public access website: sgc.agnesscott.edu.** After someone makes a gift to the Campaign, they are listed on our website's donor listing as well as invited to join the SGC "donors only" group on facebook. Anyone can see the group information, but only members can see the discussion board, the wall, and photos." The Campaign Co-Chairs and I are the "administrators" of the group so we are the only ones who can make major changes to the group profile. Others can post pictures or comments." -- *Kirby Hager, Agnes Scott College*
- ❑ **"We have had a (phonathon) Facebook Group for about six months now.** The group is called "I get paid to ask your parents for money... UW Chapter" The description says, "We get paid to call your friends and parents to ask them for money. We are trained to talk anyone into anything. Gotta love the phonathon!!!" I have assigned it to our supervisor and he has had some fun with it. I really think the group is a great idea. I use it to announce things like our end of year BBQ. We have noticed that it creates a bond with the callers and is something that they check almost obsessively- so it is much easier to get people to fill in for shifts using Facebook that it is with either the phone or e-mail." -- *Sara Asbury, University of Wyoming Foundation*

Hillary for President

MY PENNSYLVANIA

We can only win in Pennsylvania and beyond if we work together. MyPA is your chance to take an active role in shaping our campaign to win Pennsylvania. Let us know where you think we should be spending our resources. Everything you commit to MyPA will go towards helping us in win Pennsylvania on April 22.

Enter the amount you would like to contribute towards each item and then click continue.

What We Need in Pennsylvania	Raised	Goal	Donation
 TV Airtime Help us put ads on the air across Pennsylvania to get the message out that Hillary is ready to lead!	\$298,740	\$2,500,000	\$ <input type="text"/>
 Online Ads Help us recruit supporters and get out the vote in Pennsylvania with targeted online ads.	\$29,065	\$100,000	\$ <input type="text"/>
 Radio Airtime We can reach hundreds of thousands of people across Pennsylvania with radio ads and get the message out that Hillary is ready to lead!	\$69,513	\$500,000	\$ <input type="text"/>
 Signs We want to put up 111,000 yard signs all over PA as a powerful show of our campaign's strength.	\$39,005	\$50,000	\$ <input type="text"/>
 Vans On Election Day, we need to rent over 250 vans across Pennsylvania to help get voters to the polls.	\$25,000	\$25,000	✓ YOU DID IT
 Door Hangers Help our volunteers put door hangers on 60,000 doorknobs in the next week throughout Pennsylvania.	\$15,000	\$15,000	✓ YOU DID IT

BIG ideas @ Berkeley

Empowering Cal students to change the world



Browse Themes

- Art & Culture
- Education / Curricular Innovation
- Entrepreneurship
- Environment & Energy
- Global Development
- Health
- Human Rights & Social Justice
- IT & New Media
- Public Policy
- Science & Technology

Fresh Ideas

Check out the most recently posted projects.

The Commex Project

The CalTV Project – UC Berkeley's Online TV Station

To create an outlet for students to produce multimedia content, teach them about digital media tools, and push the boundaries of video on the internet. [Learn more](#)

Need: \$10,000 | 1.00% funded Needed by: May 19, 2008

Themes: Art & Culture | Education / Curricular Innovation | IT & New Media

The Berkeley Project

Our purpose is to achieve three objectives. First, we hope that the many hours of volunteer labor will tangibly enhance the city residents' quality of life and physically improve the city itself. Second, this event will help to forge a more positive relationship between students and city residents. Lastly, our goal is to increase the number of UC Berkeley who consistently partake in community service or volunteer work. We are confident our efforts already have and will continue to build a sense of community pride in Cal students and serve as a gesture of goodwill to bridge the gap between our campus and the community. [Learn more](#)

Need: \$20,000 | 76.13% funded Needed by: October 26, 2007

Theme: Education / Curricular Innovation

The Center for Energy Innovation: An interdisciplinary project of the Berkeley Energy & Resources Collaborative

The environmental challenges we face as a society today are driving increased interest, research, and investment in new energy solutions. As one of the world's leading science and technology universities and home to one of the nation's leading business schools, UC Berkeley is positioned to take a leadership role in the future of the energy industry. Interdisciplinary practitioners are needed. We are proposing a program that will connect current resources and attract these practitioners through courses, scholarships, fellowships, internships, speakers series, field trips, and community building events. The program will produce a new kind of leader and accelerate the pace of energy innovation. [Learn more](#)

Need: \$270,000 | 9.26% funded Needed by: April 30, 2008

Themes: Education / Curricular Innovation | Environment & Energy

Big Ideas



Big Ideas founder undergrad about tasks such as drinking water and energy following:

- Make it
- Sponsor
- Help raise
- Provide partner

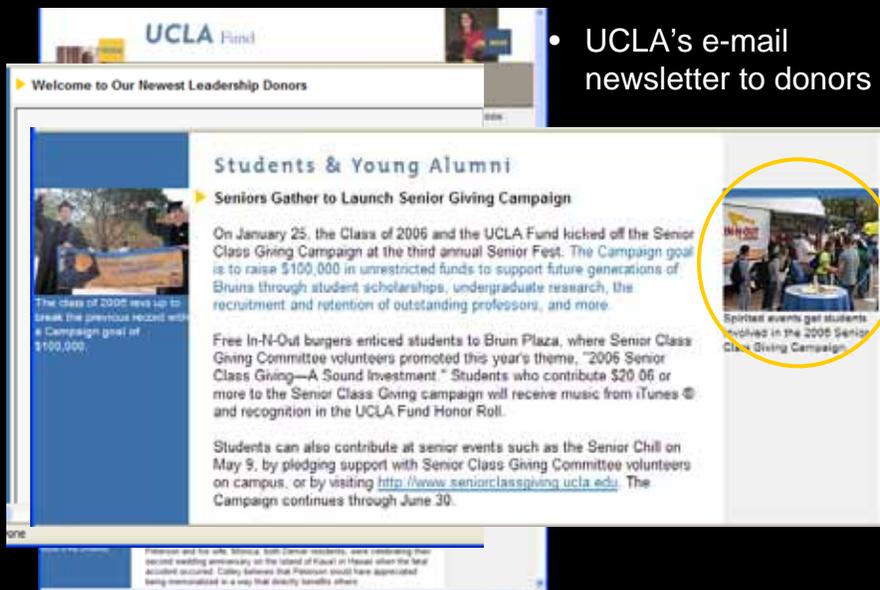
TESTIMONY

"Cal students biggest of help their

empower students financial and other resources to support their ideas, and recruit additional committed

Information Distributing

UCLA's Email Stewardship



The screenshot shows an email newsletter from the UCLA Fund. The header includes the UCLA Fund logo and a navigation bar with the text "Welcome to Our Newest Leadership Donors". The main content is titled "Students & Young Alumni" and features a sub-header "Seniors Gather to Launch Senior Giving Campaign". The text describes the launch of the Senior Class Giving Campaign on January 25, 2006, at the third annual Senior Fest. It mentions a goal of raising \$100,000 and lists various ways to contribute, such as through iTunes or at senior events like the Senior Chill on May 9. A circular callout highlights a photo of students at the event with the caption "Spirited events get students involved in the 2006 Senior Class Giving Campaign".

UCLA Fund

Welcome to Our Newest Leadership Donors

Students & Young Alumni

Seniors Gather to Launch Senior Giving Campaign

On January 25, the Class of 2006 and the UCLA Fund kicked off the Senior Class Giving Campaign at the third annual Senior Fest. The Campaign goal is to raise \$100,000 in unrestricted funds to support future generations of Bruins through student scholarships, undergraduate research, the recruitment and retention of outstanding professors, and more.

Free In-N-Out burgers enticed students to Bruin Plaza, where Senior Class Giving Committee volunteers promoted this year's theme, "2006 Senior Class Giving—A Sound Investment." Students who contribute \$20.06 or more to the Senior Class Giving campaign will receive music from iTunes® and recognition in the UCLA Fund Honor Roll.

Students can also contribute at senior events such as the Senior Chill on May 9, by pledging support with Senior Class Giving Committee volunteers on campus, or by visiting <http://www.seniorclassgiving.ucla.edu>. The Campaign continues through June 30.

Spirited events get students involved in the 2006 Senior Class Giving Campaign.

UCLA Fund

- UCLA's e-mail newsletter to donors

Now on view in our virtual gallery: you!

Our virtual gallery is filling up, but we still need more names. If the MCA has inspired you in some way, help support new art and ideas, administration, and community by making a donation before our fiscal year ends on June 30. Visit the virtual gallery today.

Museum of Contemporary Art CHICAGO

Thank you for making a special gift to the MCA Annual Fund! This will exhibit contributions to the special Annual Fund year-end appeal.

and continues to the right 

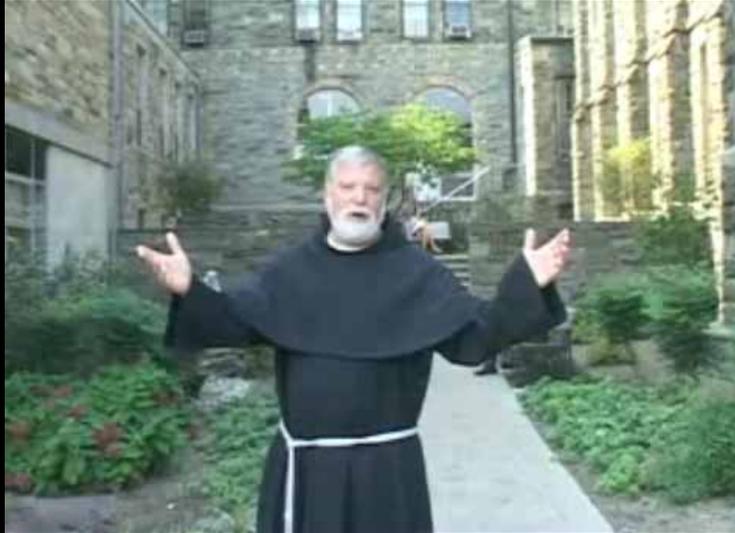
<small>Cara Schlinger</small>	<small>Anne Roscher</small>	<small>In honor of the late David Christensen</small>	<small>Ellen</small>
<small>Mari Carter-Bay</small>	<small>In honor of Zumi Lint</small>	In honor of Peter and Eileen Broido	<small>In honor of</small>
Gary Heiferman and Paul Buenvenida	<small>Andrew Hobbinsworth</small>	<small>In honor of Anne McGraw-Height</small>	Betty
<small>Stacey Engson and Eric Ruderman</small>	<small>Pat Farness</small>	<small>Greg and Julie Varale</small>	<small>Gabriel</small>
<small>In honor of Anne S. McGraw-Height</small>	<small>In honor of Mark Dinger</small>	<small>In honor of Kiah and Lindsay</small>	<small>Herbert and</small>
<small>In honor of Marjorie Gaston</small>	<small>Andrew Weig</small>	<small>In honor of Lisa Kay and Kevin Lint</small>	<small>In honor of</small>
<small>In honor of Chris, Lisa, and Jacob Allen</small>	<small>In honor of Sam and Karsten Marwan</small>	<small>In honor of Mo D'Arquile</small>	<small>Rebecca Smith</small>

Welcome to the MCA's virtual gallery, where we recognize the Annual Fund donors and visitors who support our mission by being compelling entrepreneurs and influencers in the city of Chicago.

Museum of Contemporary Art

See your name or the name of the person you're honoring appear in our virtual gallery. To participate, donate by Tuesday, June 30, 2009.

Catholic University's Thank YouTube



Greater Efficiency

Stanford's Automatic Payment

GIVING TO STANFORD STANFORD ENDOWMENTS

1 2 3 4 5 ? Help

MAKE A RECURRING GIFT

Thank you for making a recurring gift to The Stanford Fund

Further Designation	Amount	Joint Gift with my Alum Spouse / Partner	Is this gift anonymous?
The Stanford Fund !	\$100.00	<input type="radio"/> yes <input checked="" type="radio"/> no	<input type="radio"/> yes <input checked="" type="radio"/> no

Recurring Gift Amount ! \$100.00 Frequency of Gift: monthly

Start: February 27th 2007 End: December 27th 2010
or until revoked in writing !

Total gift amount (if end date was selected):	\$4,700.00
Total amount for Stanford's current fiscal year (Sep. 1 - Aug. 31):	\$700.00
Total amount for a calendar year (Jan. 1 - Dec. 31):	\$1,200.00

Special Instructions / Other Designation

You have 235 remaining characters.

Alley Cat Allies' Cat-Alyst Society

The screenshot shows the Alley Cat Allies website. At the top left is the logo with a white cat silhouette. A navigation bar includes links for HOME, ABOUT US, DONATE NOW, GET INVOLVED, RESOURCE CENTER, PRESS ROOM, and MARKETPLACE. The main heading is 'Donate Now' in a red banner. Below it is 'The Cat-alyst Society' section. The text describes a 'Monthly Giving Program' where donors can make a difference every day. It mentions that members provide vital support to ACA. A call to action says 'Donate Online to Save More Cats!' next to a photo of a black and white cat.

Macalester College Give Green

The screenshot shows the Macalester College website. The header includes 'ADMINISTRATIVE > DEVELOPMENT OFFICE' and the Macalester College logo. A navigation bar lists 'annual fund', 'endowed funds', 'athletics center', and 'planned giving'. The main heading is 'giving to Macalester' in a green banner. A sidebar on the right contains links for 'staff directory', 'offices', 'make a gift', and 'giving societies'. The main content area features a 'GIVE GREEN!' logo and a section titled 'Annual Fund through macalester, you are here more>'. It includes two buttons: 'Yes! I want to GIVE GREEN today.' and 'I cross my green heart I'll give later.'. Below these is a 'Give Today for a Greener Tomorrow' section with text about the 'GIVE GREEN!' campaign. A footer line reads 'A lighter footprint can make a big impact. Are you ready to help?'.

University of Colorado



**Give to the
Annual Fund
Right Now!
Text AF to 98339**