Crowdfunding and Beyond: Building Pride, Supporting Goals

... Leveraging peer to peer efforts as a group or individually
Rutgers University Foundation and Alumni Relations Core Purpose

• Inspire philanthropic support and enduring connections with alumni and friends, enabling Rutgers to transform lives.
RU Family: 500K+ strong for 250+ years
Scarlet Forever

- Connect
- Go
- Involve
- Give
RU Family:
Benefits of Peer to Peer

• Expand the audience
• Build trust
• Create personal buy-in
• Multiply the impact
Lead and rally your team: Spearhead a crowdfunding effort

What is one.Rutgers.edu?

- It’s an innovative new way to fundraise by harnessing the power of peer-to-peer relationships and social media.
Crowdfunding Opportunities

- **Endowment/Scholarships**
  - Like Gloria Steinem or existing Alumni Club Scholarship Fund
- **Program Support**
  - Like Cap and Skull
- **Student Support**
  - Like Student Food Pantry
- **Financial Assistance**
  - Like HIV Patient Support
Successful strategies

• Recruit a team
• Set goal you can exceed
• Email and social media outreach is vital
• Update your donors
• Thank your donors
Life cycle of a crowdfunding project

- Application process
- Approval
- Quiet Phase (4 – 6 Weeks)
- Active Phase (30 – 45 Days)
- Thank Donors (automatic email and peer to peer)
RUTGERS EXCELLENCE IN ALUMNI LEADERSHIP

CONFERENCE & AWARDS

Share Scarlet Pride with Ease - Scarlet Voice

- Share your scarlet pride online!
- Sign up via Facebook, Twitter, and LinkedIn.
- Emails 2-4 times a month: RU stories, news, research, and giving messaging (4X/year).
- You choose what you want to share.
- Share, earn points, and have a chance to win prizes (gifts cards, prize packs, apparel, tickets, and more).

Ralumni.com/ScarletVoice
Hi Melissa,

A new home for the Department of Chemistry and Chemical Biology at Rutgers University–New Brunswick was unveiled by President Robert Barchi and Interim Chancellor Christopher Molloy earlier this month.

The four-story, 144,000-square-foot facility will help accelerate innovative research in biophysical chemistry related to human health, drug design, alternative energy, nanotechnology, and more. The new infrastructure will also benefit the more than 6,000 students enrolled in related courses each semester.

“The Department of Chemistry and Chemical Biology educates thousands of undergraduates and graduate students, and produces research that benefits health, energy, and the environment,” said School of Arts and Sciences executive dean Peter March. “Now the department has a fitting 21st century home.”

Visit the link to tour the new building, then share this story with your networks and you’ll also have a chance to win this month’s prize!

Scarlet Forever,
The ScarletVoice Team

HERE’S WHAT WILL BE SHARED ON YOUR NETWORKS:

🔗 Rutgers opens state-of-the-art chemistry and chemical biology building
The new home for the Department of Chemistry and Chemical Biology at Rutgers University–New Brunswick, which provides expanded teaching, laboratory, and support space, is open for classes and research.

🔗 New state-of-the-art chemistry and chemical biology building advances technology and support for the nearly 6,000 @RutgersNB students enrolled in related courses. #RutgersImpact

🔗 The four-story, 144,000-square-foot facility will help accelerate innovative research in biophysical chemistry related to human health, drug design and synthesis, alternative energy, biomaterials, nanotechnology, and other fields.

Rutgers opens state-of-the-art chemistry and chemical biology building.
Hi Kyle,

The Rutgers community stepped up to the scholarship challenge!
2,018 alumni and friends gave back to unlock $50,000 in scholarship money from Joel ENG’92 and Lilya RC’95 Reiss. But it’s not over yet!

If 250 more people make a gift by visiting one.rutgers.edu/2018for2018 before June 30, Rutgers will unlock an additional $10,000 for student scholarships! Our new target: 2,268 donors by June 30!

Give Rutgers students their best future and share this post for a chance to win your choice of:

- a $25 Amazon gift card or
- a Rutgers prize pack or
- two tickets to the July 14 Young Alumni Beach Party at Bar Anticipation.

Share this post, make your own gift by June 30, and rise to the challenge!

Scarlet Forever,
The Scarlet Voice Team

---

The 2,018 for 2018 Challenge hit its initial goal! Another 250 donors can help unlock $10,000 more!
Rutgers alumni and friends crushed the initial 2,018 for 2018 donor challenge to unlock $50,000 from Joel ENG’92 and Lilya RC’95 Reiss. But it’s not over yet! When 250 more people make a gift before June 30, Rutgers will unlock an additional $10,000 for student scholarships.

The Rutgers community crushed the 2,018 for 2018 scholarship challenge from Joel ENG’92 and Lilya RC’95 Reiss. But it’s not over yet! When 250 more people give before June 30, Rutgers will unlock an additional $10,000 for scholarships.

The RU community rose to the challenge, but it’s not over yet! Rutgers will unlock another $10,000 when 250 more people give before June 30.
Rutgers Giving Day – March 27, 2019
Ambassadors

- Sign up to be an Ambassador.
- Make your own gift.
- Inspire giving and sharing.
- Promote a specific area.
- Share unique link via email, social, and text and track gifts.
- **New online site:** webinar training in March of 2019 – TBA.

**Rutgers Giving Day**

- 6,545 donors
- 130% of 5,000 donor goal
- $2,494,498 donated

*This campaign ended on March 22, 2018, but you can still make a gift to Rutgers University by clicking here!*

**Givingday.Rutgers.edu**
Inspire Support = Award Money Potential

• Alumni Affinity group challenge:
  o Calling all alumni charter groups - sign up to be a group advocate via givingday.rutgers.edu! Share your group’s unique link via social, text and email and see how many donors are inspired to give. The top two groups with the most donors will be able to award $1,000 to their favorite area of Rutgers.
    o SMLR: 24 gifts
    o RUAA Philanthropy Committee: 30+ gifts

• Giving Challenges and Social Challenges
Thank you RU Family

Your peer to peer efforts transform lives:

• New Opportunities
• New Programs
• New Scholarships
• New Experiences
• New Facilities
• And now, New RU Alumni Houses
Questions?
Annual Giving Team
Contact Information

- Kyle Post, Crowdfunding and Digital Fundraising Director
  - Kyle.post@ruf.rutgers.edu
  - 732.839.2006
- Melissa Halpin, Next Gen Philanthropy Director (Affinity Group Philanthropy Liaison)
  - Melissa.Halpin@ruf.rutgers.edu
  - 732.839.2006