

ALUMNI CLUB LEADERS FORUM

April 16, 2025



**PURDUE FOR LIFE
FOUNDATION**

Purdue Alumni Clubs Forum

Reminders & Instructions

- **This forum is being recorded to share along with slides and chat content**
- **Participants will be muted**
- **Questions should be submitted using the chat function**



Purdue Alumni Clubs Forum

Agenda

- **University Updates**
- **Purdue for Life Foundation Updates**
- **Alumni Clubs Updates**
 - **Purdue Day of Giving**
 - **Kate Pottschmidt, Senior Director Broad Based Campaigns**
 - **Club Leaders and Board Position Ideas and Best Practices**
 - **Student Events Ideas & Discussion**
 - **Reminders**



Purdue Alumni Clubs Forum

University Updates

- **Purdue Grand Prix – Saturday, April 26**
- **Spring Commencement – May 16-18 /**
 - CAPS-Off celebration Thursday, May 15, 1:00-4:00 pm on Memorial Mall
- **14 years of frozen tuition through the 2026-27 school year**
- **Purdue named a “New Ivy” in Forbes ranking**
 - “Great college that employers love”
- **United Express will maintain one daily nonstop roundtrip flight between Purdue and O’Hare with 50 passenger capacity. First flight scheduled for August 5**



Purdue Alumni Clubs Forum

Purdue for Life Updates

■ **Presidential Travel**

- Wednesday, April 16 – Colorado Springs
- Tuesday, May 20 – Los Angeles
- Thursday, May 29 – Bay Area
- Thursday, June 12 – Chicago
- Saturday, June 21 – New York City
- Wednesday, June 25 – Philadelphia
- Friday, June 27 - Boston



Victories & Heroes: Your Campaign for Purdue is a call to action.

A rallying.

We are founded on philanthropy as we follow in the footsteps of John Purdue's remarkable act of generosity. We invite the support of the entire Purdue family in our most historic undertaking.

Purdue Alumni Clubs Forum

Purdue for Life Updates

- **Grandparents University (Overwhelming Response - Sold Out)**
 - July 17-18 and July 24-25

- **Purdue Women's Conference – Chicago Awaits! Connect with Women Boilermakers**
 - June 12-13, 2025
 - Convene 311 W. Monroe, Chicago
 - <https://www.purdueforlife.org/womens-conference/>



ALUMNI CLUBS TASKFORCE UPDATE

Jillian Henry, Chief Engagement Officer



Jillian Henry, Chief Engagement Officer

Task Force Updates

PROCESSES PROJECT	GUIDEPOSTS	BY WHEN
Which PROCESS should we start with? - templates for e-mail and event submissions to create an easier user experience	1. E-mail template	Action plan:
	2. Events templates	- LeAnne meeting with IT on form templates
	3. Benchmarking survey with club leaders	- Will provide update at next PROCESS meeting
RESOURCES PROJECT	GUIDEPOSTS	BY WHEN
Which RESOURCE should we start with? - Toolkit w/ some existing resources and adding to it additional resources, specifically with tiles for each section. - start with best practices on events and club management.	1. Outline toolkit and what needs to be included.	Action plan:
	2. Best practices on events	- Ilenia and Susie working on "event in a box" idea for best practices in events.
	3. Best practices club management.	- Ilenia and Susie working on best practices for club leader recruitment and elections.

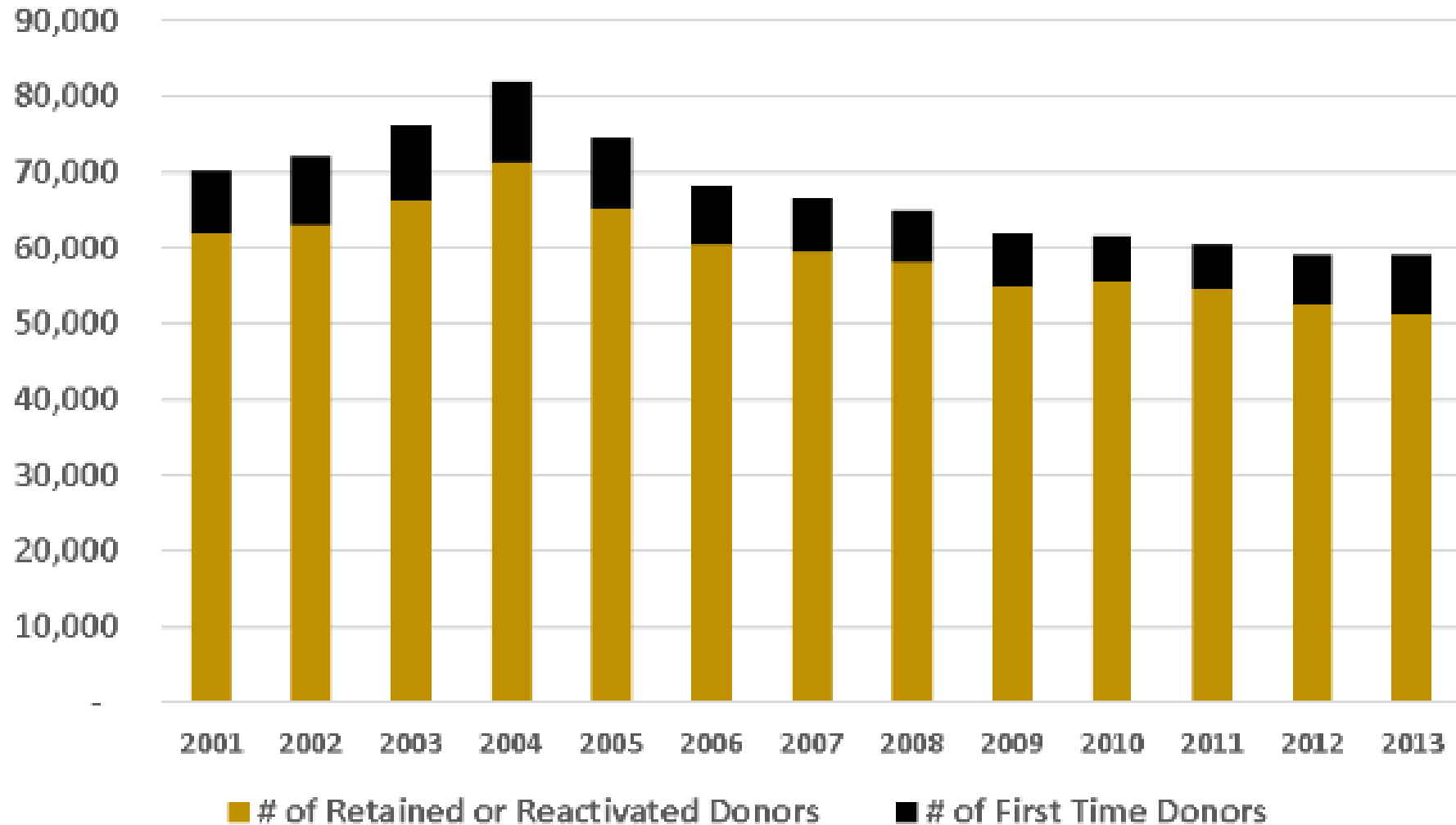
***WHAT IS PURDUE DAY
OF GIVING?***

**PURDUE DAY OF GIVING IS A 24-HOUR
ONLINE-BASED FUNDRAISING EFFORT.**

(AND A MONTH-LONG RAMP-UP)

**ON THIS DAY, PURDUE STUDENTS, ALUMNI,
FACULTY, STAFF, RETIREES, PARENTS, FRIENDS,
AND FANS ARE ENCOURAGED TO GIVE BACK TO
THE UNIVERSITY—AND SMALL DONATIONS CAN
MAKE A BIG IMPACT IN HELPING PURDUE
TRANSFORM LIVES AND CHANGE THE WORLD.**

DONOR COUNTS



2014 STRATEGIES

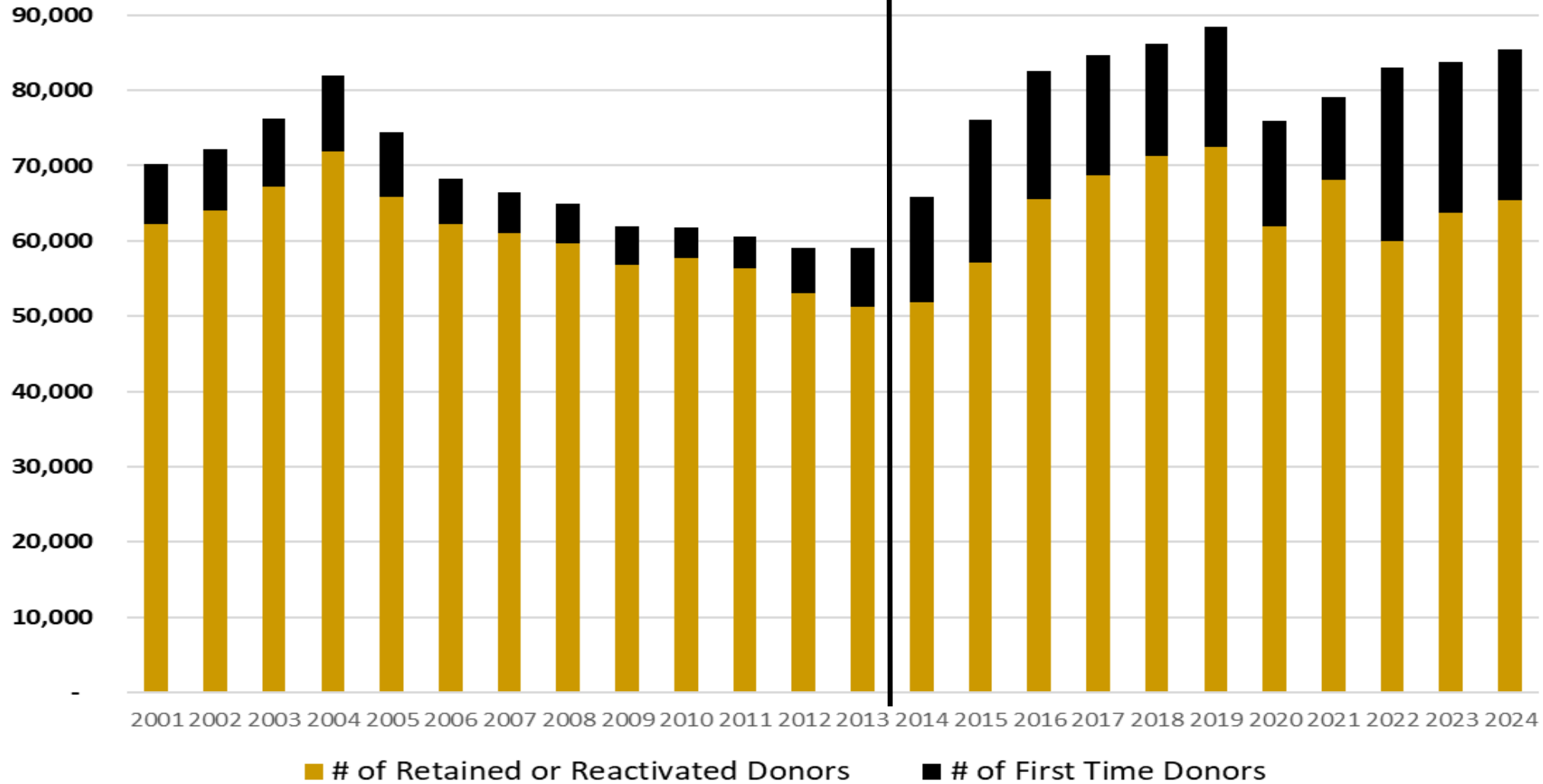
// COME TOGETHER

// GIVE IN NEW WAYS

// MAKE AN IMPACT

// CREATE OPPORTUNITIES

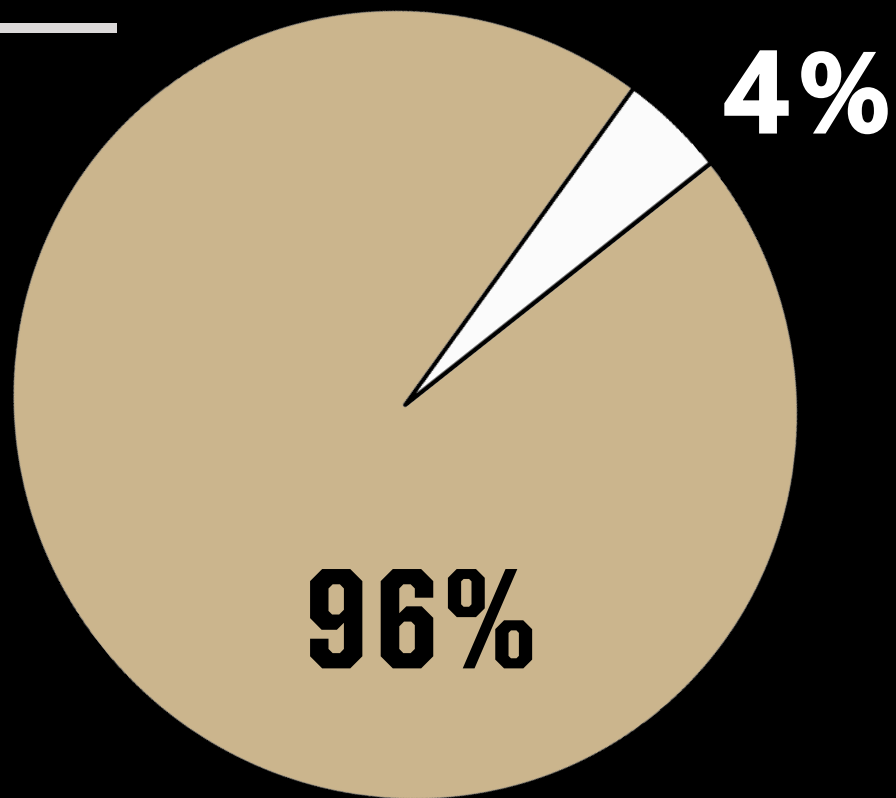
DONOR COUNTS



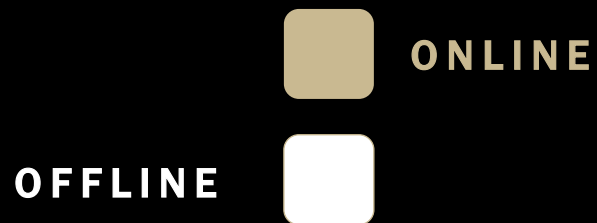
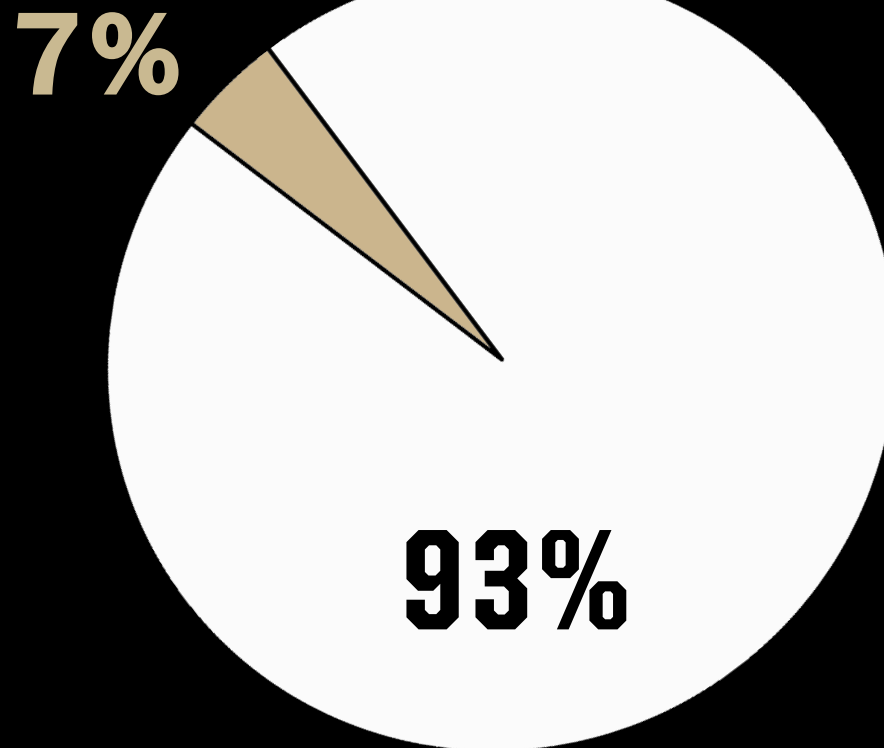
CAMPAIGN RESULTS

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	COMPOUND ANNUAL GROWTH RATE	CUMULATIVE TOTALS
Dollars Raised (\$ millions)	\$7.5	\$13.6	\$18.3	\$28.2	\$37.6	\$41.6	\$42.2	\$52.5	\$68.2	\$110.8	\$76.5	23.5%	\$497.00
# of Gifts	6,600	9,592	12,872	15,181	18,663	21,420	20,224	25,219	26,726	27,855	32,054	15.5%	216,406
Class Year with the Most Gifts	2013	2014	2015	2015	2017	2018	1980	1980	2015	2022	2023		

GIFTS



DOLLAR *S*



WHAT MAKES A PROGRAM LIKE THIS WORK?

- // Activating the power of social media to capture widespread attention through peer networks**
- // Using elements of game theory to motivate participation**
- // Sparking fun competition between school, program, and student organization affinity groups**
- // Appealing to nostalgia with campus-related content**
- // Emphasizing the impact of each individual donation—no matter the size**

COUNTING RULES

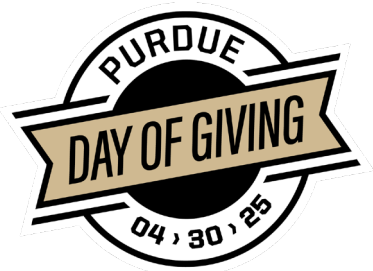
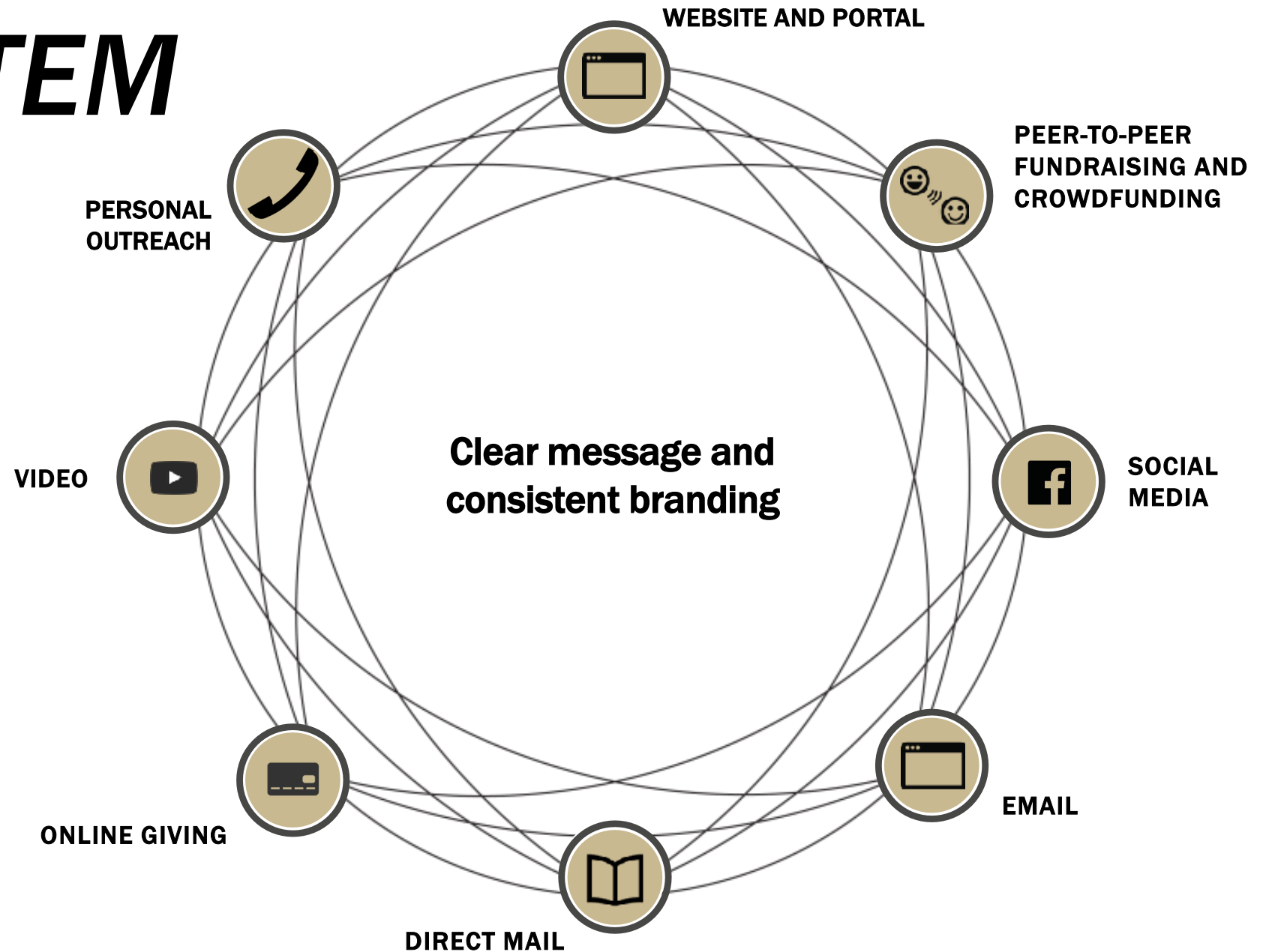
WHAT COUNTS

- **Online Gifts**
- **Checks – Must arrive to Dauch by April 23, 2025**

All online hourly challenges, are online on the day only

ROLLOUT PLAN

ECOSYSTEM



TIMELINE

**LATE
MARCH**

**CREATE
AWARENESS**

Plant the seed

APRIL 1–15

**START A
MOVEMENT**

Start creating buzz

Share impact stories

APRIL 16–29

**CREATE
ANTICIPATION**

Create hype/
begin countdown
to the day

Share the video

UGC challenges

**APRIL 30
THE BIG DAY!**

**DRIVE
DONATIONS**

Strong CTAs
“Give today”

Leverage digital
assets

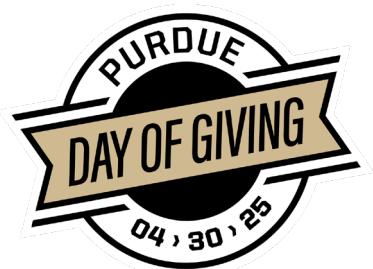
MAY 1–ON

**GIVE
THANKS**

Thank donors

Recap results

Establish ongoing
social stewardship



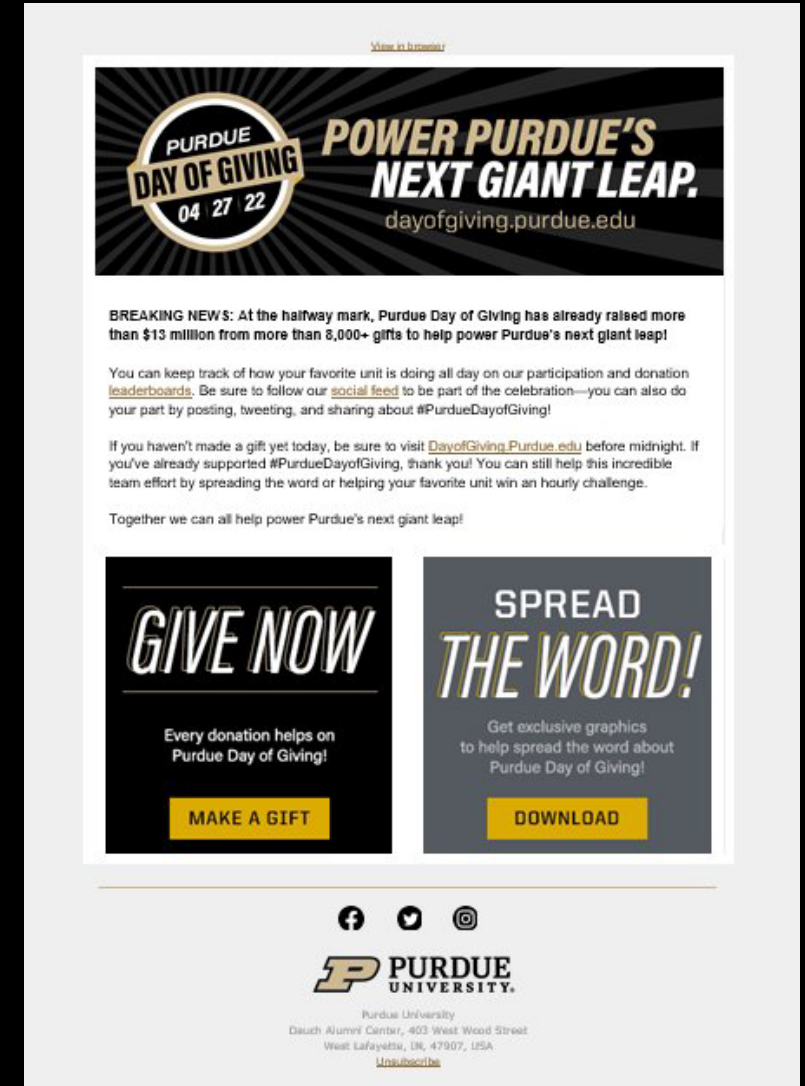
CENTRAL EMAIL PLAN

Before PDOG


- March 30
 - Email launch
- April 16
 - Buzz is on email
- April 29
 - PDOG is tomorrow

April 30 - PDOG

- Midnight
 - Email from President Chiang
- 11 am
 - Let's go even higher!
- 9 pm
 - Last chance



[View in browser](#)



**POWER PURDUE'S
NEXT GIANT LEAP.**
dayofgiving.purdue.edu

BREAKING NEWS: At the halfway mark, Purdue Day of Giving has already raised more than \$13 million from more than 8,000+ gifts to help power Purdue's next giant leap!

You can keep track of how your favorite unit is doing all day on our participation and donation [leaderboards](#). Be sure to follow our [social feed](#) to be part of the celebration—you can also do your part by posting, tweeting, and sharing about #PurdueDayofGiving!

If you haven't made a gift yet today, be sure to visit [DayofGiving.Purdue.edu](#) before midnight. If you've already supported #PurdueDayofGiving, thank you! You can still help this incredible team effort by spreading the word or helping your favorite unit win an hourly challenge.

Together we can all help power Purdue's next giant leap!

GIVE NOW




Every donation helps on
Purdue Day of Giving!

MAKE A GIFT

**SPREAD
THE WORD!**

Get exclusive graphics
to help spread the word about
Purdue Day of Giving!

DOWNLOAD

**PURDUE
UNIVERSITY.**

Purdue University
Dauch Alumni Center, 403 West Wood Street
West Lafayette, IN, 47907, USA
[Unsubscribe](#)

STEWARDSHIP

On Purdue Day of Giving

- On-screen confirmation
- Email receipt
- Social touchpoint (#Igave shared)

May 1

- Thank you video released via email
- Boiler UPdate newsletter

[View in browser](#)



To be honest, we just can't believe it.

Not because the Purdue community of alumni, students, faculty, staff, parents and friends doesn't normally give back. Because you all give back, generously, every year.

But year after year you repeatedly set a new record of generosity, and then you break it again. With everything that we all have been through, and the challenges we continue to face, surely this was the year that streak would have to come to an end.

Well, we were wrong about that one!

Because you, along with the rest of the Purdue community across Indiana and around the world, have done the unthinkable and given back like never before—donating \$68.2 million through 26,726 gifts to support the mission of Purdue.

You did that. You helped change the world. YOU have helped power Purdue's next giant leap.

For that, and for everything you do for Purdue, we just want to say: Thank you.



CHALLENGES & LEADERBOARDS

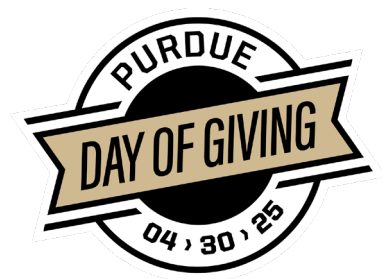
CHALLENGES: BEFORE THE DAY

User-generated Content (UGC) Challenge		
DATE	CHALLENGE	PARTICIPATION BONUS
APRIL 23	MOST CREATIVE POST	\$225
APRIL 24	MOST CREATIVE POST	\$225
APRIL 25	MOST CREATIVE POST	\$225
APRIL 28	MOST CREATIVE POST	\$225

Introductory Video Sharing Challenge (April 16–22)		
UNIT	PARTICIPATION RANK	BONUS
	MOST SHARES	\$750
	2ND PLACE	\$500
	3RD PLACE	\$400
	4TH PLACE	\$300
	5TH PLACE	\$200

CHALLENGES: DONATION LEADERBOARD

\$100,000

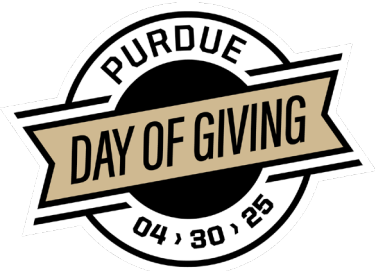


Unit	Amount Raised ▼	% of Total Raised	Bonus
1 College of Pharmacy	\$17,455,860	23	\$22,942
2 Athletics	\$12,999,266	17	\$17,085
3 College of Science	\$11,457,980	15	\$15,059
4 Davidson School of Chemical Engineering	\$7,435,447	10	\$9,772
5 School of Mechanical Engineering	\$3,482,073	5	\$4,576
6 College of Veterinary Medicine	\$3,071,984	4	\$4,037
7 School of Industrial Engineering	\$2,723,438	4	\$3,579
8 Mitch Daniels School of Business	\$2,591,314	3	\$3,406
9 Purdue Northwest	\$2,047,132	3	\$2,690
10 College of Agriculture	\$1,626,510	2	\$2,138

CHALLENGES: PARTICIPATION LEADERBOARD

\$72,000

UNIT	PARTICIPATION RANK	BONUS
UNIT C	1	\$12,000
UNIT A	2	\$10,000
UNIT F	3	\$9,000
UNIT T	4	\$8,000
UNIT V	5	\$7,000
UNIT W	6	\$6,000
UNIT Z	7	\$5,000
UNIT H	8	\$4,000
UNIT B	9	\$3,500
UNIT K	10	\$3,000
UNIT P	11	\$2,500
UNIT Q	12	\$2,000



CHALLENGES: NEXT GIANT LEAP LEADERBOARD 1

\$30,000
(\$15,000 EACH)

Help your favorite unit take their next giant leap by surpassing your gift total from last year’s Purdue Day of Giving!

Units are split into two leaderboards based on their 2024 gift totals, with \$15,000 available in each. Every unit’s share is determined by its percentage of the total increase within its group.

Unit		Best Year Total	Total Gifts	Gifts % Diff ▼	Bonus
1	College of Agriculture	880	1,667	89	\$3,012
2	Libraries and School of Information Studies	175	307	75	\$2,541
3	College of Education	255	401	57	\$1,928
4	Purdue Fort Wayne	1,027	1,455	42	\$1,404
5	College of Engineering	261	369	41	\$1,394
6	Purdue Alumni	516	678	31	\$1,057
7	College of Science	316	386	22	\$746
8	College of Veterinary Medicine	226	263	16	\$551
9	Diversity, Inclusion, and Belonging	247	282	14	\$477
10	Purdue Bands & Orchestras	3,258	3,599	10	\$353

CHALLENGES:

NEXT GIANT LEAP

LEADERBOARD 2

\$30,000
(\$15,000 EACH)

Help your favorite unit take their next giant leap by surpassing your gift total from last year’s Purdue Day of Giving!

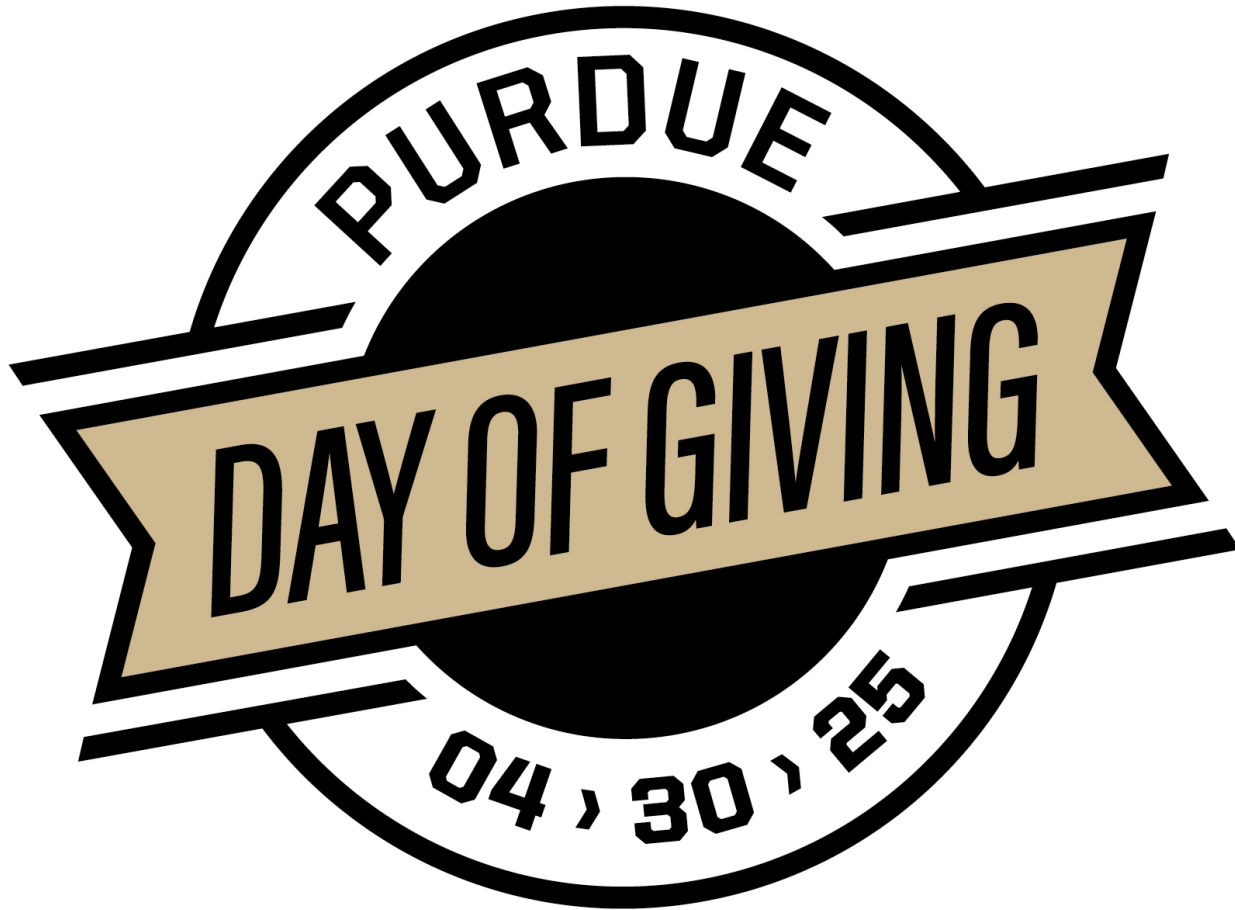
Units are split into two leaderboards based on their 2024 gift totals, with \$15,000 available in each. Every unit’s share is determined by its percentage of the total increase within its group.

Unit	Best Year Total	Total Gifts	Gifts % Diff ▼	Bonus
1 Krach Institute for Tech Diplomacy at Purdue	2	22	1,000	\$4,482
2 Horizons	21	101	381	\$1,707
3 John Martinson Honors College	30	131	337	\$1,509
4 Office of Summer and Winter Sessions	2	7	250	\$1,120
5 Global Partnerships / International Programs	6	19	217	\$971
6 Susan Bulkeley Butler Center for Leadership	3	8	167	\$747
7 Span Plan	7	18	157	\$704
8 Roger C. Steward Leadership & Professional Development Department	29	67	131	\$587
9 Exploratory Studies	18	41	128	\$573
10 Graduate School	14	28	100	\$448

TOOLKIT

PURDUE DAY OF GIVING 2025 // BRAND GUIDE

LOGO



SECONDARY MARK



LOGO VARIATIONS



PURDUE DAY OF GIVING 2025 // TOOLKIT



PFLF Purdue Day of Giving

Public group

★ Following

488 members

Share

Copy link

Sync

Add shortcut to OneDrive

Download



All Documents ▾



Purdue Day of Giving Toolkit > 2025 Toolkit > **Communications**



Name ▾



Email



Print Advertisements



Social



Widgets



**ACCESS THE
TOOLKIT**

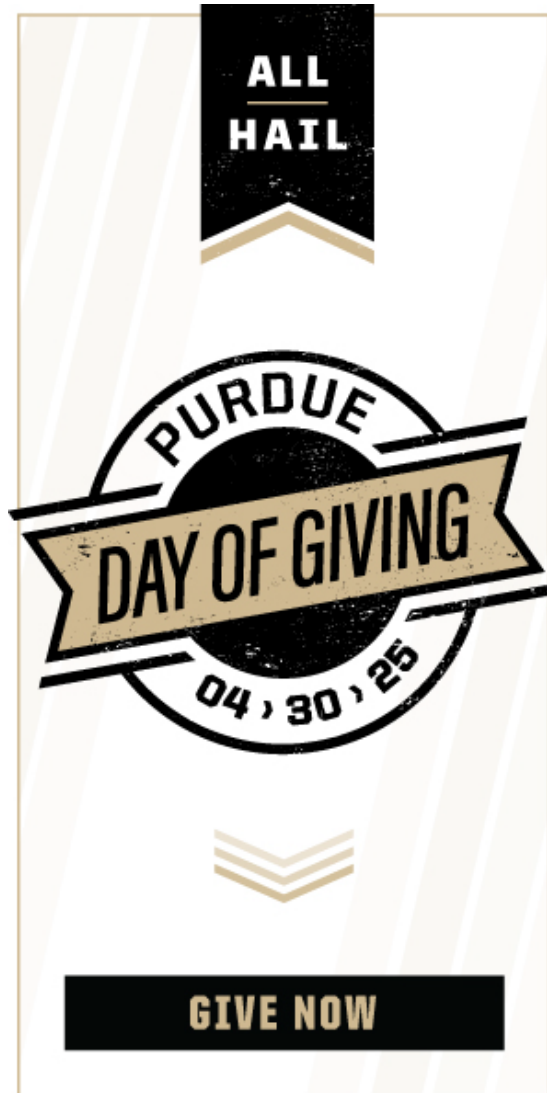
**PURDUE.UNIVERSITY/
PDOGTOOLKIT**

PURDUE DAY OF GIVING 2025 // PHASE 2



Your photo here! →

PURDUE DAY OF GIVING 2025 // DESIGN APPLICATION



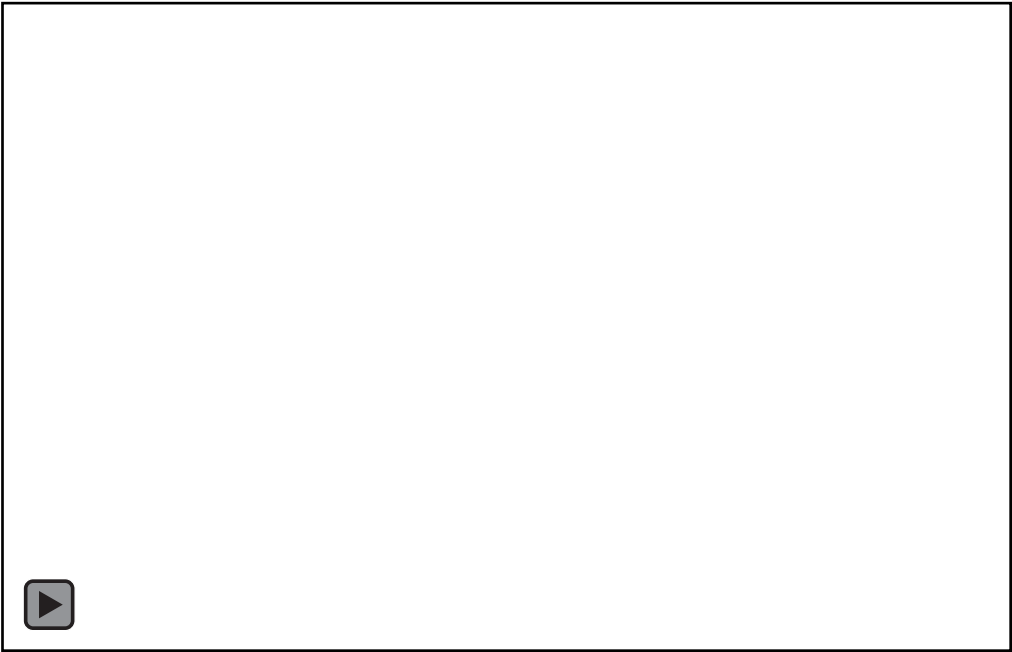
MAKING A GIFT

How do I make a gift?

First, visit our homepage, dayofgiving.purdue.edu, to add a calendar reminder for Purdue Day of Giving. On April 30, 2025, be sure to come back to this website! You will be able to click any button that says “Donate” or “Give Now,” and directions will be provided. You can also make a gift by phone during Purdue Day of Giving at 1-800-319-2199. Thank you for your willingness and eagerness to support the university!

Is there a minimum donation amount?

Yes, there is a \$10 minimum gift on Purdue Day of Giving



QUESTIONS?

Alumni Clubs



CLUB BOARD MATTERS

Benefits of Expanding Club Boards

- **Avoid Volunteer Burnout**
 - Smaller boards – overextension. A broader leadership team distributes workload and prevents burnout.
 - Stanford *Social Innovation Review* notes burnout is a top reason volunteers step away from leadership roles.
- **Promotes Continuity and Succession Planning**
 - A deeper bench ensures smoother transitions and leadership pipelines.
 - According to Boardsource, 46% of nonprofit boards have no formal succession plan.
- **Increases Diversity of Thought and Engagement**
 - More voices – broader perspectives, better programming, and stronger local relevance.
 - Encourages representation across class years, industries, and identities.
- **Boosts Event Execution and Communication**
 - Specialized board roles streamline tasks like marketing, registration, and vendor coordination.
- **Elevates Community Visibility and Partnerships**
 - Dedicated outreach and community liaison roles build connections with local businesses, nonprofits, and sponsors.
- **Enhances Young Alumni Engagement**
 - Young alumni are more likely to engage *when they* see peers in leadership roles. and the club feels “accessible.”

Board Positions

- **Ideas for Expanding your Board – Purdue Alumni Club of Chicago**
 - Young Alumni committee – recent graduates within the last ten years
 - Suburbs
 - Education/Networking/Professional
 - Fundraising and Development



Board Positions

■ **Ideas for Expanding your Board – Purdue Alumni Club of Phoenix**

- **Young Alumni Liaison (Geographically Located)**
 - Coordinate at least 2 events for the PACP annually, with a good faith effort of those events being aimed towards young alumni engagement
- **Event Coordinator (Geographically Located)**
 - Coordinate at least 2 events for the PACP annually, with a good faith effort of those events being in the geographic area assigned
- **Parent and Student Engagement Chair**
 - Coordinate at least 2 events for the PACP annually, with a good faith effort of those events being centered around engaging Purdue students and their families (ex: assisting with Freshman Send Off, Student & Parent Engagement events, care package assemblies, etc.)
 - Must begin planning these events with at least a 12-week lead time due to processes on communicating with students & families
- **B1G Liaison**
 - Coordinate at least 2 events for the PACP annually, with a good faith effort of those being affiliated with a B1G school(s)
 - Communicate with other Big 10 groups to coordinate events & communication

View our job descriptions: [View Copy: PACP Board Role Descriptions](#)



Ideas for Expanding Your Board

New or Expanded Board Positions

- Young Alumni Chair – Ensures programming, language, and outreach reflect early-career needs and interests
- Social Media & Digital Engagement Lead – Manages content, posts, stories, and calendar with university-aligned branding
- Student Transition Liaison – Connects with Purdue students or recent grads moving to the area
- Some roles could be quarterly or seasonal (i.e. event planning for a specific quarter)

Mini-Committees (great for volunteers not ready for board-level roles)

- Events Committee – Plans signature events, “event-in-a-box” concepts, or social outings
- Mentorship Committee – Organizes programs connecting students or recent grads with alumni mentors
- Welcome Committee – Greets new grads/new area residents and facilitates initial engagement, plans
- New Member/Reconnect Committee – Plans new members, “bring a buddy” or re-engagement events to entice constituents to reconnect with the local alumni community
- Legacy & Traditions Team – Celebrates Purdue milestones, game watches, or seasonal traditions

Growing your Population – Students Events

■ **Connecting with Current Students and Parents**

- Consider sending a Newsletter to this population
 - List of events taking place over the summer, highlighting the student send-off
 - Include your social media links encouraging them to follow

■ **Send-offs**

- Ask for volunteers to be a speaker or serve on a student panel
- Send-offs can be a good event to recognize your scholarship recipients
- Invite current students and parents to share their Purdue experiences
 - Parents don't have to be alumni. Many of them have grown to love Purdue!

■ **Reminders**

- An additional three weeks are needed to get email addresses for student/parent populations (add to the notes section of the event request form)
- Freshmen have until May 1 to accept their offer of admission

Growing your Population – Students Events

■ **Networking & Professional Development**

- Intern, Recent Grads, and Professionals Social: Connect interns and recent grads with local alumni professionals
- "Ask Me Anything" with Successful Alumni: Feature prominent alumni in different fields for an informal Q&A session, either in-person or virtual
- Industry-Specific Networking Event: Gather alumni working in a particular sectors (e.g., tech, healthcare, engineering) for focused networking. This can be for both students and alumni in your area
- Financial Literacy and Professional Workshops: Example: Real Estate Market event (Chicago)

■ **Social & Recreational**

- Alumni & Friends Summer Social or BBQ: A casual, family-friendly gathering in a local park or library (often free for non-profits like clubs)
- Outdoor Movie Night: Host a screening of a family-friendly movie outdoors (e.g., on a lawn or patio)
- Hiking or Nature Walk: Explore local trails and enjoy the outdoors together
 - Best Practice: Northwest Indiana Club
- Trivia Night. An engaging social event that can be held at a local venue or online. Fun Option: Purdue-themed round!
 - Best Practice: St. Joe Valley puts together a fantastic Annual Trivia Night!

Purdue Day of Service

- **April 25, 2025**
 - Spring clean up along Mitch Daniels Blvd from 9:00-11:00 am

- **Plan a service project in your community throughout the year**
 - Community clean up/Adopt a Highway
 - Food drive
 - Blood drive
 - Please share any community service/volunteer ideas your club has done in the chat!



ACES/ALVC Updates

■ **ACES (Alumni Club Engagement & Strategy) Hotel Rooms**

- Room blocks available for Thursday, September 11, only
- Union Club Hotel
 - <https://www.marriott.com/event-reservations/reservation-link.mi?id=1740575799254&key=GRP&guestreslink2=true&app=resvlink>
- Hilton Garden Inn
 - <https://www.hilton.com/en/book/reservation/deeplink/?ctyhocn=LAFWLGI&groupCode=915&arrivaldate=2025-09-11&departuredate=2025-09-12&cid=OM,WW,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT>

■ **ACES Schedule – Thursday, September 11**

- 9:30-10:15 am – Check-in and light breakfast
- 10:15 am-3:30 pm – Programming. Lunch included
- Location: Purdue Railyard at the Kurz Purdue Technology Center, 1281 Win Hentschel Blvd, West Lafayette

ACES/ALVC Updates

- Clubs can utilize Engagement funds to subsidize travel expenses for club leader(s) attending ALVC & ACES
 - In-State: Up to \$150 total
 - Out-of-State: Up to \$300 total
- Funds may be used for
 - Hotel
 - Mileage or Rental Car
 - Food (breakfast/lunch/dinner/snacks)
- Funds may not be used for
 - Registration fees for ALVC: \$18.69 for all ALVC activities (no charge if you are just attending ACES)
 - Alcohol
- Club will need to submit itemized travel receipts with the treasurer reports to show how the funds were used

Final Reminders

- **Join the Facebook page!**
 - Search for “Purdue Alumni Club Leaders”
 - Click on “Join Group
 - Answer three questions and we will approve admission
- **Alumni Email**
 - @Alumni.Purdue.edu will be discontinued. If you are using as a personal email or as the club’s general email, a new one will need to be created
- **Bank Statements/Financial Reports Due**
 - Third quarter statements were due April 15
 - Upload documents: <https://www.purdueforlife.org/alumni-leaders/clubs/alumni-club-quarterly-financial-report/>
- **Events for the Recognition Program**
 - Events need to take place by June 30, 2025 to count toward the FY24/25 Recognition Program

THANK YOU!

- The next forum will be Wednesday, May 21, 2025
- Recordings of past forums are available on the Alumni Club Resource Library website: <https://www.purdueforlife.org/alumni-leaders/clubs/resource-library/>

