

ALUMNI CLUB LEADERS FORUM

March 20, 2024

Purdue Alumni Club 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 Club Forum

March 2024 Forum Agenda

- **University Updates**
- **Purdue for Life Foundation Updates**
- **Alumni Clubs Updates**
- **Broad Based Campaigns/Purdue Day of Giving**
 - **Kate Pottschmidt, Senior Director**
 - **Olivia Crouse, Senior Project Manager**
 - **Natalie Shepler, Project Manager**



Purdue Alumni Club Forum

University Updates

- **Purdue and Google**
 - **Purdue is the top Googled university in Indiana!**
 - **10th most Googled in the nation!!**

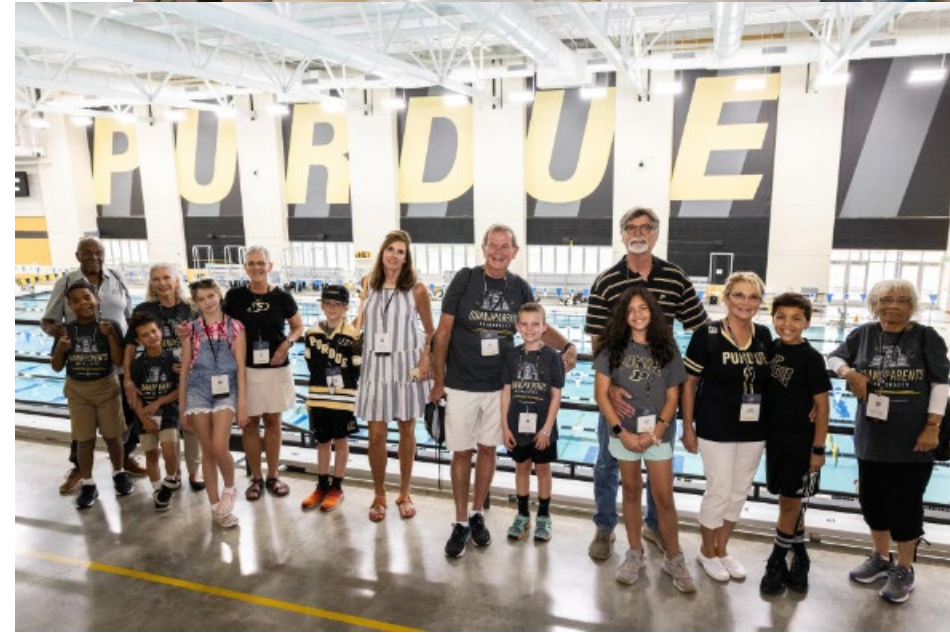
- **Purdue named safest college in America by Academic Influence**
 - **Compliance with the Clery Act (transparency around campus crime statistics)**
 - **Various security features**
 - **Low crime statistics**
 - **Mental health services**



Purdue Alumni Club Forum

Purdue for Life Foundation/Engagement Updates

- **Grandparents University**
 - Registration opened March 13th
 - July 18-19 and July 25-26
 - \$210 per grandparent/\$190 per grandchild
 - Lodging on Campus
 - \$156.80 per night at Frieda Parker Hall
 - \$169-179 per night at the Union Club Hotel
 - Spots are filling up quickly!
 - <https://www.purdueforlife.org/gpu/>





Olivia Crouse

*Senior Project Manager of Digital Fundraising
Broad-Based Campaigns and Strategic Engagement*



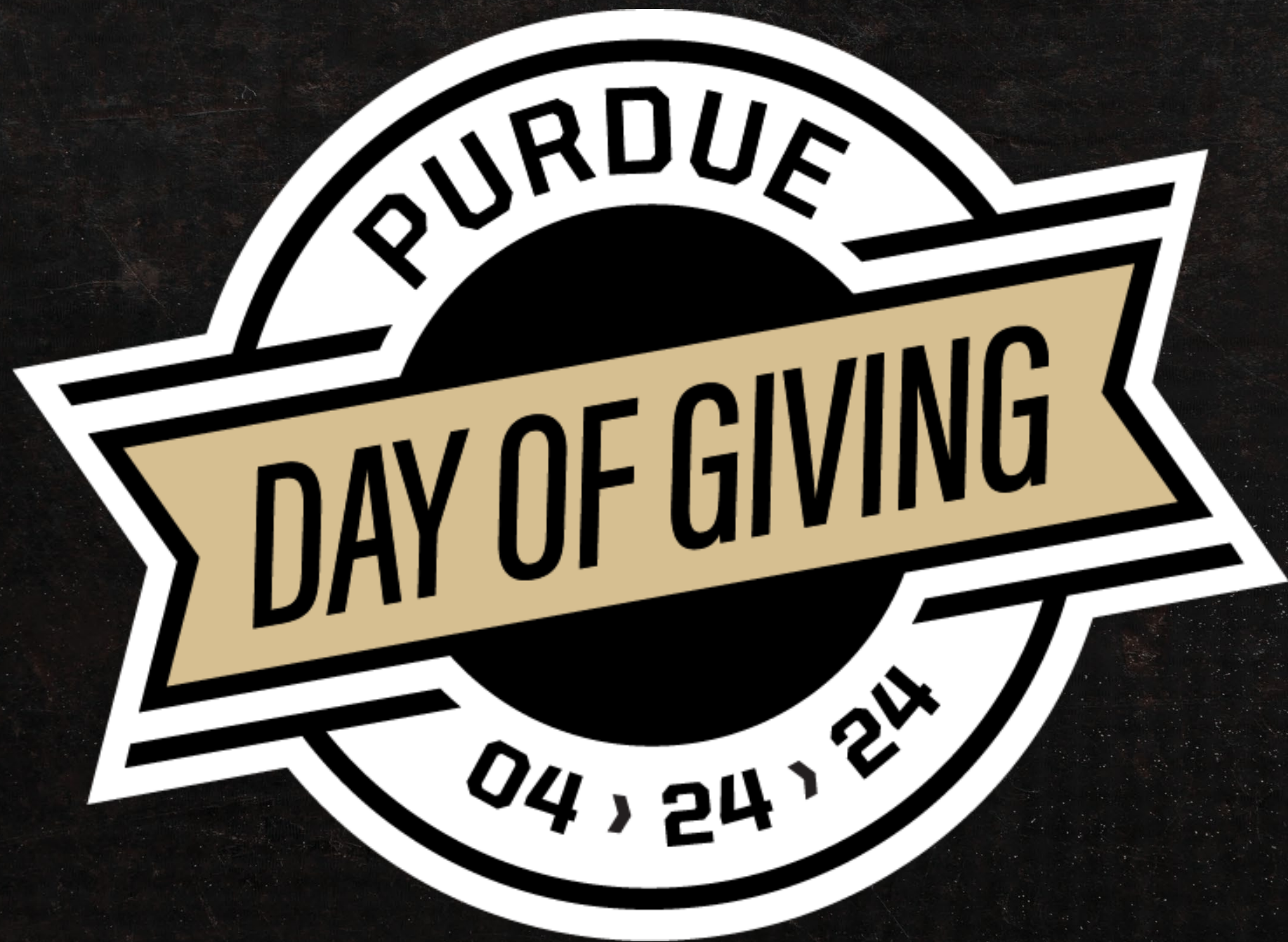
Kate Pottschmidt

Senior Director
Broad-Based Campaigns and Strategic Engagement



Natalie Shepler Ulery

Project Manager - Digital Campaigns
Broad-Based Campaigns and Strategic Engagement

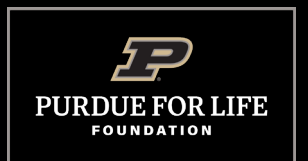


WHAPURDUE DAY

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.**



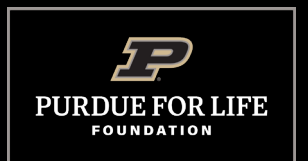
CAMPAIGN RESULTS

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	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	30.90%	\$420.50
# of Gifts	6,600	9,592	12,872	15,181	18,663	21,420	20,224	25,219	26,726	27,855	15.49%	184,352
Class Year with the Most Gifts	2013	2014	2015	2015	2017	2018	1980	1980	2015	2022		

Alumni Clubs Results

	2023	2022	2021
Dollars Raised	\$130,872.2	\$96,308.52	\$62,079.61
# of Gifts	723	586	477

**Only alumni clubs with scholarships held at Purdue University can participate in Purdue Day of Giving*



Purdue Day of Giving Website

DAY OF GIVING

Do

DONATE

LEADERBOARDS

SOCIAL FEEDS

FAQ

CONTA

Participation Rank: **10** ▲ Donation Rank: **36** ▼

Purdue University was founded with a mission to make a practical and proven education available to all, and it has been guided by that mission for more than 153 years. Today, we continue to innovate across all units and keep excelling at scale—and we know that this excellence is only possible thanks to the generosity of our alumni and friends who support efforts like Purdue Day of Giving.

This April 26 is more than just another day—it's a day to note the incredible impact of 10 years of giving back, 10 years of paying it forward, 10 years of opportunities granted, in addition to leaping 10 years into the future toward boundless potential for Boilermakers to come.

Together, we will continue to change the world, one giant leap at a time.

Click the following links to view the Purdue Alumni Club Challenge leaderboards:

// [Participation Leaderboard](#)

// [Donation Leaderboard](#)

FEATURED AREAS YOU CAN SUPPORT


PURDUE FOR LIFE
FOUNDATION

Purdue Alumni Leader Board

Leaderboard information

- Top 8 spots in total gifts and top 3 spots in amount raised will receive bonus funds!
- Top prize amounts: \$2,250 for top gift spot and \$1,500 top dollar spot

Club	Place	Bonus Amount
Leaderboard by Total Gifts		
Unit A	1	\$2,250
Unit B	2	\$2,000
Unit C	3	\$1,000
Unit D	4	\$750
Unit E	5	\$500
Unit F	6	\$250
Unit G	7	\$150
Unit H	8	\$100

Leaderboard by Total Dollars		
Unit A	1	\$1,500
Unit B	2	\$1,000
Unit C	3	\$500

Hourly Challenges

Time	Challenge	Bonus Awarded
12:00 AM	Unit With the Most Gifts	\$1,250
1:00 AM	50th Original Tweet Using Unit Handle/Hashtag and #PurdueDayofGiving	\$250
3:00 AM	Unit With the Most Gifts	\$1,250
7:00 AM	Unit With the Most Gifts	\$1,250
8:00 AM	Unit With the Most Gifts	\$1,250
9:00 AM	Unit With the Most Gifts from Faculty/Staff Donors	\$1,250
10:00 AM	50th Original Tweet Using Unit Handle/Hashtag and #PurdueDayofGiving	\$250
11:00 AM	Most Unique Photo with Purdue Day of Giving Logo, Unit Handle/Hashtag, and #PurdueDayofGiving	\$750
11:00 AM	Student Organization with the Most Gifts	\$1,250

Time	Challenge	Bonus Awarded
12:00 PM	Unit With the Most Dollars Raised	\$1,000
12:00 PM	Most Creative Purdue Day of Giving Selfie Using Unit Handle/Hashtag and #PurdueDayofGiving	\$750
1:00 PM	50th Original Tweet Using Unit Handle/Hashtag and #PurdueDayofGiving	\$250
1:00 PM	Unit With the Most Gifts	\$1,250
2:00 PM	Student Organization With the Most Gifts	\$1,000
3:00 PM	Unit With the Most Gifts From Alumni Donors	\$1,250
3:00 PM	Share a Video of Yourself Singing the Chorus of "Hail Purdue" on Instagram. Be Sure to Include #PurdueDayofGiving and the Unit Handle/Hashtag.	\$1,000
4:00 PM	Power Hour: Random Faculty/Staff Donor	\$550



Hourly Challenges cont.

Time	Challenge	Bonus Awarded
4:00 PM	Unit With the Most Gifts	\$1,250
5:00 PM	Student Org Social Challenge: TBD Challenge	\$750
6:00 PM	50th Original Tweet Using Unit Handle/Hashtag and #PurdueDayofGiving	\$250
6:00 PM	Unit With the Most Gifts	\$1,250
7:00 PM	Student Organization With the Most Gifts	\$1,250
7:00 PM	Most Creative Picture of your Kid(s) in Purdue Gear. Be Sure to Include #PurdueDayofGiving and the Unit Handle/Hashtag.	\$750
8:00 PM	Unit With the Most Gifts From Parent Donors	\$1,250

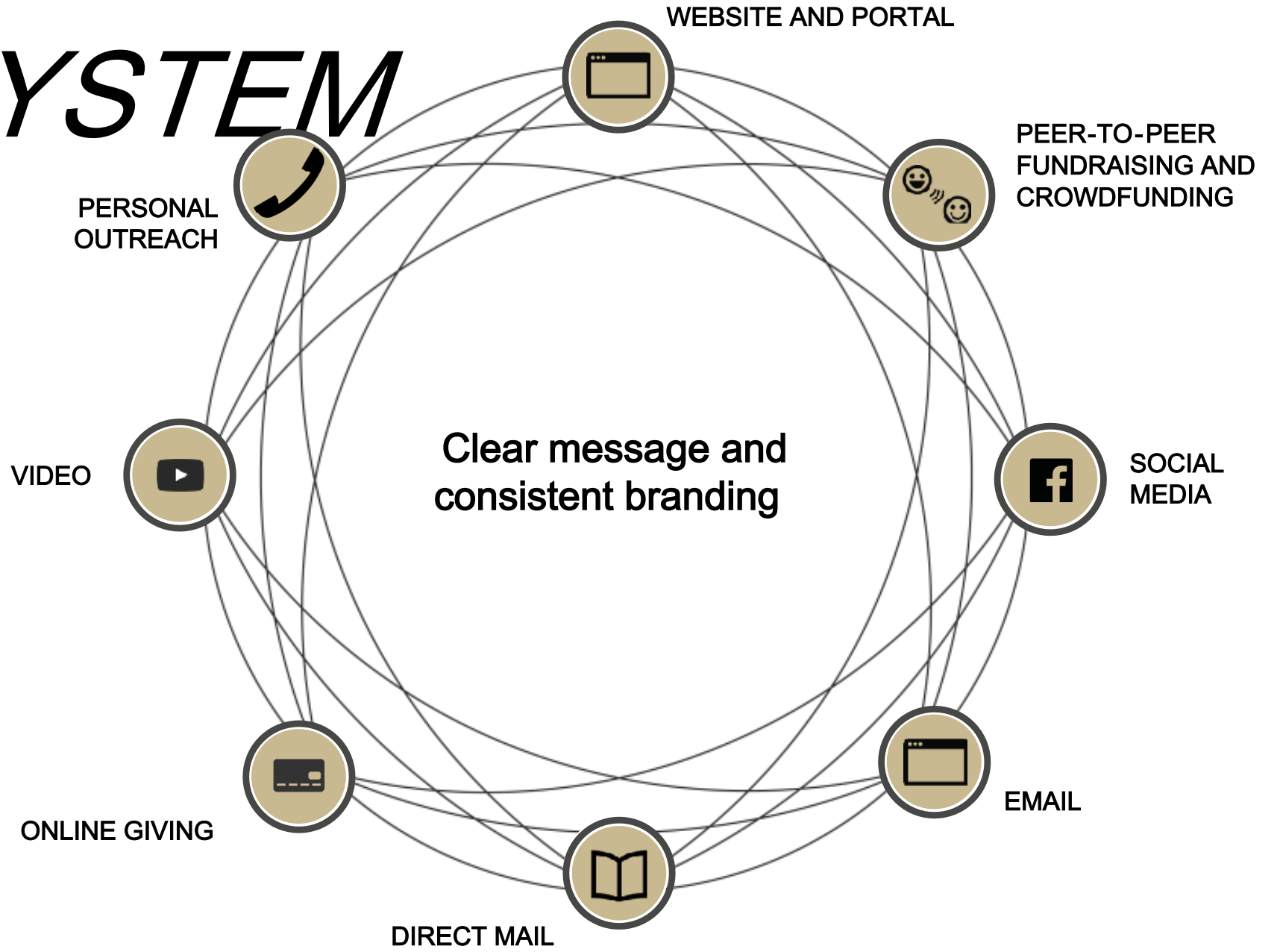
Time	Challenge	Bonus Awarded
8:00 PM	Most Creative of your Pet(s) in Purdue Gear. Be Sure to Include #PurdueDayofGiving and the Unit Handle/Hashtag.	\$750
9:00 PM	Unit with the Most Gifts from Alumni Donors of the Last Decade (2013-2023 Grads)	\$1,250
10:00 PM	Unit with the Most Gifts from Alumni Donors	\$1,250
10:00 PM	50th Original Tweet Using Unit Handle/Hashtag and #PurdueDayofGiving	\$250
11:00 PM	Unit With the Most Gifts	\$1,250

Counting Rules

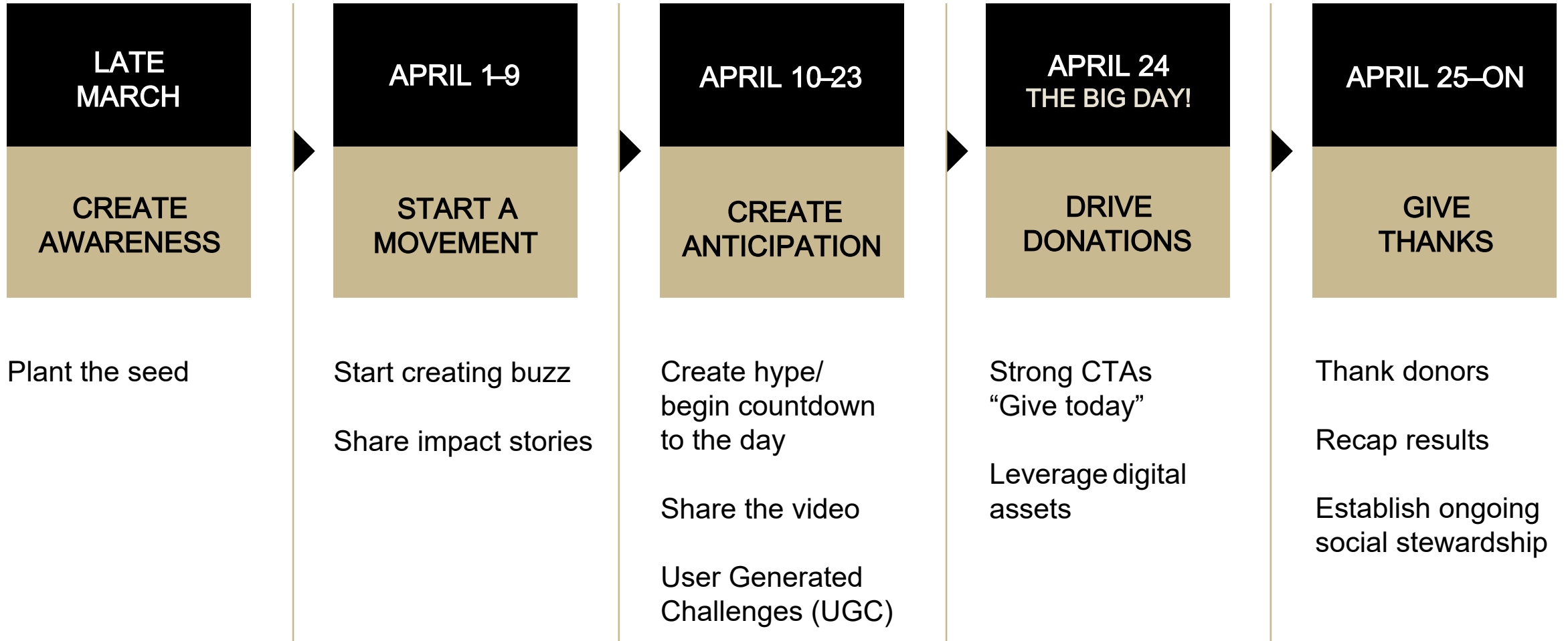
- Hourly challenges are online, on the day only
- Online and offline gifts count towards the club leaderboard
- Mailed checks must be received by April 20th to count for Purdue Day of Giving

ROLIPIAN

ECOSYSTEM



TIMELINE



Communications Plan: Before Ap

Kickoff Email

- Content: Teaser Videos
- Population: Alumni and Donors
- Send Date: March 25

Social Media -Based Email

- Content: social ambassador toolkit + UGC challenge
- Population: Alumni and Donors
- Send Date: April 17

Tomorrow Email

- Content: PDOG is tomorrow + Content based on affiliation
- Population: Alumni and Donors
- Send Date: April 23

How can you be a champion for Purdue Giving?

- Post on social media - Social media graphics, logos, and templates will be available in the next few weeks
- Add Purdue Day of Giving footer graphic to all upcoming newsletters and event invite emails
- Promote Purdue Day of Giving at all in-person and virtual events
 - What resources/items would be valuable for promotion at these events?
- Invite two friends to make a gift on Purdue Day of Giving

Toolkit

- Social content calendar (March 24 – April 25)
- Logo
- Challenges
- Purdue Alumni Clubs Toolkit

QUESTIONS?

THANK YOU!

- **The next forum will be Wednesday, April 17, 2024**
 - **8:00 -9:00 pm ET**
- **Recordings of past forums are available on the Alumni Club Resource Library website: <https://www.purdueforlife.org/alumni-leaders/clubs/resource-library/>**

**IT'S A PRIVILEGE TO BE A
BOILERMAKER**



**PURDUE FOR LIFE
FOUNDATION**