

Chapter/Alumni Group Scholarship Fundraising and Stewardship: Annual Calendar

*Dates and annual giving days are subject to change and will be updated on an annual basis.

September	October	November	December	January	February	March	April	May	June	July	August
	Blackout Dates										
				Annual Giving Day: DOTB Prep	Annual Giving Day: DOTB Marketing		Annual Giving Day: Day of the Badger	Annual Giving Day: DOTB Stewardship			
Annual Giving Day: FTH Marketing	Annual Giving Day: Fill the Hill	Annual Giving Day: FTH Stewardship									Annual Giving Day: FTH Prep
Submit Stewardship to WAA		Donor Stewardship Campaign								Stewardship Prep	
Chapter/Alumni Group Events and Communications											
Game Watch Events						Founders' Day Events					
Cultivate Local Donors/Ongoing Donor Stewardship											

Black Out Dates

No solicitation or direct ask can be sent via email or letter to UW constituents October 1 – November 30. This includes copy blocks in alumni group newsletters during this period.

Annual Giving Days/Crowdfunding Campaigns

WFAA is committed to supporting chapter scholarship fundraising through annual giving days (i.e. Fill the Hill, Day of the Badger) which will be identified and confirmed on an annual basis. Participation support will include the following:

- Crowdfunding platform support
- Giving Day toolkit: digital assets, social media posts, communication copy blocks
- Communication support, including customized communications, as available and appropriate
- \$3000 in matching funds
- Donor Acknowledgement Reports

Alumni groups participating in Annual Giving Days are responsible for the following:

- Providing up-to-date scholarship descriptions and information for crowdfunding platform (as needed or requested)
- Developing and executing a marketing plan aligned with WFAA marketing timelines, utilizing social media accounts and existing alumni group communications leading up the event
- Day-of event participation – utilizing social media accounts to encourage donations and steward donors
- Complete gift acknowledgements to giving day donors
- Send completed DAR to WAA alumni group representative

Donor Stewardship Campaign

Leverage end of year/beginning of new year to send a stewardship letter to scholarship fund donors. This campaign should highlight local student stories, local impact of scholarship gifts, thanking donors for their support of student scholarships. This is not intended to be a solicitation. Letters will be sent through WFAA via postal service or email. Letters sent electronically require no cost for sending and must be submitted to your WAA representative 3-4 weeks in advance of desired send date. Postal letters must be submitted to your WAA representative 6 weeks prior to desired send date. Any fees associated with printing, mail service and/or postage, will be incurred by the alumni chapter/group.

Chapter/Alumni Group Events and Communications

Throughout the year, chapters and alumni groups can continue to promote scholarship fundraising through events and communications:

- WAA registration platform will include an option to give page for all chapter-driven events, unless otherwise indicated
- Build revenue into event registration fees
- Charge a minimum registration fee for free events
- Create a signature fundraising event to raise funds for your local scholarship program.
Events should be confirmed with your WAA representative in advance of planning and scheduled at a time that does not conflict with WFAA and/or UW priorities. Chapters are responsible for event planning, logistics, and execution. Standard event support package will be available (event page, registration, initial email, reminder email)
- Include scholarship stories in newsletters
 - Scholarship recipient testimonials
 - Where are They Now updates – scholarship recipients as alumni
 - Share stats and impact of your local program
 - Learn more, stay up to date on student stories...link to your chapter/alumni group webpage

Game Watch Events and Founders' Day Events

Chapters and alumni groups who host game watch events or Founders' Day events may build fundraising components into the event experience:

- Live/silent auction
- Raffles, lotteries, door prizes - *please be sure you are following local laws*
- Sale proceeds to benefit the chapter

Cultivate Local Donors/Ongoing Donor Stewardship

Work with WFAA to identify and cultivate relationships with alumni in your region who have the capacity and potential to make sustaining gifts to your scholarship program. Contact your WAA representative for more information.

Develop a plan to implement ongoing stewardship throughout the year to current scholarship fund donors:

- Birthday cards
- Holiday cards
- Send messages around significant UW events – Homecoming, Founders' Day, Commencement, etc.
- Personal invites to events
- Share student messages, updates, stories