NC STATE
DAY OF GIVING
03.25.20
Volunteer Fundraising Handbook
Contents

NC State Day of Giving Overview 3
NC State Day of Giving and the Think and Do the Extraordinary Campaign 4
How to Succeed as a Volunteer Fundraiser 6
Social Media Resources 7
Communication Timeline 9
Appendix
Day of Giving Key Messages 11
Sample Email Templates 12
Day of Giving Custom Giving Links 19
Online Resources 22
Staff Contact Information 22
NC State Day of Giving
Overview

NC State Day of Giving is a daylong fundraising event taking place March 25, 2020. For 24 hours, the entire Wolfpack community will come together and maximize its collective impact through challenge matches and competitive spirit.

The event shows our faculty, researchers and current and future students that NC State’s alumni and friends are invested in them. Being part of the Wolfpack isn’t just for four years; it’s for life.
We undertook the Think and Do the Extraordinary Campaign with the ambitious goal of raising $1.6 billion by Dec. 31, 2021. Since the Campaign’s public launch in October 2016, the Wolfpack community’s passionate response has set new records for donor generosity. We’re so grateful — and we’re not stopping now.

Through the extraordinary support of the Wolfpack, we achieved our Campaign goal more than two years early. Ongoing fundraising efforts, especially through annual gifts like those made on Day of Giving, make us a more competitive university and create additional resources to supplement our state appropriations, empowering us to provide more life-changing experiences and opportunities to our students.

NC State Day of Giving builds on the success of the Campaign, demonstrating how philanthropy is a truly collaborative effort and showing that each and every gift helps us think beyond boundaries and do the extraordinary.

NC State Day of Giving and the Think and Do the Extraordinary Campaign

$13,687,292 raised for NC State’s first-ever Day of Giving.

10,550 Total Gifts | 6,929 Total Donors

Gifts came from 46 states, 94 N.C. counties, and 21 countries.
What is volunteer fundraising, and why is it important?

NC State Day of Giving is successful because of people like you: those who have the commitment and the vision to make an extraordinary difference, wherever your passions may lie.

We depend on you to be ambassadors who spread the word about Day of Giving because we know the extraordinary difference we can make when we come together. That message becomes even stronger when it comes from a fellow member of the Pack.

Your roles as a volunteer fundraiser are to:

- Demonstrate leadership through your philanthropic support on Day of Giving.
- Share your Wolfpack pride on social media.
- Cultivate, engage, solicit and thank your peers (friends, classmates, relatives and neighbors).
How to Succeed as a Volunteer Fundraiser

We know your time is limited, and we thank you for sharing it with us. Here are some guidelines for effective, efficient volunteer fundraising:

**Make a plan.**
- Review your calendar and the communication timeline included in this toolkit.
- Select your preferred way of sharing your NC State story, whether by making phone calls, sending emails or posting on social media.

**Lead by example: Make your gift first.**
- As a volunteer fundraiser, set the bar by making your gift during the VIP window, which is March 11-24. Your commitment will help encourage others to join you.

**Cultivation: Make a list.**
- As Day of Giving approaches, take some time to think about who you’d like to share your message with. This is a great opportunity to call up a friend, reconnect with a classmate or invite your network to introduce you to new connections.

**Make the case: What’s your story?**
- When you’re ready to start making calls or sending emails, share why you are passionate about NC State Day of Giving and what motivates and inspires you to be involved and make a gift. After sharing your personal NC State story, ask your contacts to share theirs.

**Listen.**
- Listen and respond as you feel comfortable.
- Visit the [Day of Giving toolkit](#) for valuable resources to help guide your conversation about NC State and Day of Giving. If your contacts have questions, feel free to refer them to a member of the Annual Giving staff (or to contact Annual Giving yourself with your own questions).

**Follow through.**
- Follow up with your contacts, depending on your individual timeline. Reminders are never a bad thing, and an additional touch offers the opportunity to share the lastest news about NC State and Day of Giving.

**Offer your thanks.**
- When you discover that someone you contacted has made a gift, be sure to reach out to them and say thank you! Gifts of all sizes make an extraordinary difference, and a personal thank-you goes a long way.
- Making a phone call, sending an email or sending a handwritten note are all appropriate ways to thank your contacts.
Social Media Resources

Complement your Day of Giving volunteer fundraising strategy by spreading the word across your social networks. Our [social ambassador toolkit](#) provides helpful post suggestions and graphics to give your profiles a Day of Giving makeover.

Picking one or more social media challenges to participate in is another way to rally your peers as you lead by example.

Drew Sykes, One Wolfpack Challenge Winner

Paul Burke, Red and White Challenge Winner

[teh](#), Pack Pets Challenge Winner

Janine Brumfield, College vs Now Challenge Winner
Sample Social Media Content

Tell your followers why you’re #GivingPack during NC State’s Day of Giving. Share your favorite memories or proudest achievements as a part of the Wolfpack. Need some inspiration? Use these sample social media posts as your guide:

Sample Posts

› I just gave my social media accounts a #GivingPack makeover. Help me spread the word about @NCState Day of Giving. https://dayofgiving.ncsu.edu/info/ambassador-toolkit

› Update your cover photo to help spread the word about @NCState Day of Giving! https://dayofgiving.ncsu.edu/info/ambassador-toolkit

› 03.25.20 | I’m #GivingPack on @NCState Day of Giving — are you? https://dayofgiving.ncsu.edu/

› I am proud to be an alum of the largest university in North Carolina. Join me in #GivingPack to @NCState on March 25. https://dayofgiving.ncsu.edu/

› @NCState helped me launch my career. I’m #GivingPack to @______ [tag college/unit] on March 25 to make sure future students have the same opportunity. https://dayofgiving.ncsu.edu/

› Join me in #GivingPack on @NCState Day of Giving! https://dayofgiving.ncsu.edu/

› We can accomplish a lot when we come together as a Pack. Join me in #GivingPack on March 25 for @NCState Day of Giving. https://dayofgiving.ncsu.edu/

› I graduated in [insert year], but I’ll always be a part of the Wolfpack. Today, I’m #GivingPack to support future @NCState students. https://dayofgiving.ncsu.edu/

› I’m #GivingPack to @______ [tag college/unit] on @NCState Day of Giving. Join me! https://dayofgiving.ncsu.edu/

› Once a part of the Wolfpack, always a part of the Wolfpack. Let’s see what we can accomplish in 24 hours by #GivingPack on @NCState Day of Giving. https://dayofgiving.ncsu.edu/

› We’re in the homestretch of @NCState Day of Giving 2020. Help us reach our goal by #GivingPack to [tag college/unit] before midnight!

› The countdown is on. I’m #GivingPack to [tag college/unit] to win the ___ Division. Join me!

For more social resources visit: dayofgiving.ncsu.edu/info/ambassador-toolkit
Communication Timeline

Communication is key! Below we’ve provided a timeline to help you plan your communication schedule. However, these are only suggestions. Choose the timeline that will be most helpful to you, and use it to plan your own schedule and strategy.

Refer to the appendix for sample templates of each of these communications.

**Sample timeline:**
- 2019 Recap and 2020 Introduction
- 30 days out
- 2 weeks out
- 1 week out
- 1 day out
- Day of Giving
- Thank you
Appendix
Day of Giving Key Messages

Share your reasons for being involved with Day of Giving.
For example:
› Last year, Day of Giving drove home for me how good it feels to be a part of something bigger than myself. I’m encouraging you to join me in participating this year because we really can do more together.

Share your reasons for supporting the particular area you’ve chosen to give to:
For example:
› I’m #GivingPack to the College of Engineering Enhancement Fund. I support this fund each year because it means the college can address new needs and challenges as they arise. And by making a gift on Day of Giving, I can maximize my impact through challenge matches and leaderboard competitions.

Share why you feel connected to NC State.
For example:
› I came to NC State from a small town, and it was here that I learned the skills needed to launch my career/met lifelong friends/met my spouse/met a professor who helped me find my passion for [insert field]. I’m #GivingPack on Day of Giving because NC State has given me so much.

This is also a good opportunity to remind your connections of your shared NC State bond.
For example:
› I came to NC State from a small town in 1995. Who would have guessed that 25 years later, we’d still be connected? Our friendship is one of the many things I’m grateful I found at NC State, and it’s one of the reasons I’m #GivingPack.

Share your reasons for investing in current students.
For example:
› I am so grateful for the affordable education I received at NC State. Our university is still one of the best values in public education, and I want to keep it that way. I’m #GivingPack on NC State Day of Giving so that current and future students will enjoy the same experiences we did.
Hello [NAME],

Last year, NC State launched our inaugural Day of Giving. With 10,550 gifts made and more than $13.6 million raised in 24 hours, it’s safe to say this effort was met with a Pack mentality.

This year, I’m doing my part to help spread the word in hopes of making the 2020 NC State Day of Giving an even greater success!

Something we are extremely proud of is that 35% of all gifts made on Day of Giving came from first-time donors to the university, with the largest class participation from the class of 2018. This is proof that we are building a culture of philanthropy at NC State and that together, we can make an extraordinary difference.

The second annual NC State Day of Giving is Wednesday, March 25, 2020. Set a calendar reminder, stick a note on your desk, start a countdown – just make sure you’re part of the fun this year!

I’ll see you there.

Go Pack!

[Signer’s Name/Info]
NC State Day of Giving

Hello [NAME],

I wanted to quickly howl at you and remind you that NC State’s second annual Day of Giving is just 30 days away! Day of Giving is an incredible way to amplify the Think and Do the Extraordinary Campaign and demonstrate the collective, positive impact of private support.

Private support creates a margin of excellence for NC State, strengthening the university and forever changing the lives of countless deserving, hard-working students.

I am committed to advancing the mission of this university and contributing to its success. The best way to do this is with the help of others, and I’m asking for your help.

By coming together as a Pack, we'll impact the future of NC State and ensure that this Day of Giving is as successful as the first.

Join us on March 25th — we're #GivingPack.

Go Pack!

[Signer’s Name/Info]
Hello [NAME],

NC State’s second annual Day of Giving is just two weeks away! Now is the time to start thinking about where you will be #GivingPack.

One of the most exciting parts of Day of Giving is that we truly can do more together. Chancellor Woodson has set aside bonus funds for leaderboard competitions, which means every gift is amplified.

This year, I will be joining the [group name] to compete against other groups in a Day of Giving challenge! Help us reach our goal of the most donors and dollars raised by making your gift through this link on March 25: [custom giving link]. You can also search for [group name] when you visit dayofgiving.ncsu.edu/fundraisers.

By winning this challenge, the [group name] will secure a share of bonus funds Every gift makes a difference!

What can the Pack do in 24 hours? Join us on March 25 by #GivingPack.

Go Pack!

[Signer’s Name/Info]
NC State Day of Giving

To Your Friends and Family

NC State Day of Giving

Hello [NAME],

NC State Day of Giving is one week away! I hope you’re getting excited and beginning to think about where you will be #GivingPack.

I’ve updated my social media profile to spread the word about #GivingPack. This year, I will be joining the [group name] in a Day of Giving challenge! Help us reach our goal of the most donors and dollars raised by making your gift through this link: [custom giving link]. You can also search for [group name] when you visit dayofgiving.ncsu.edu/fundraisers.

By winning this challenge, the [group name] will secure a share of bonus funds, which means your gift goes further and every gift makes a difference.

With your help — and the help of your friends and family — we'll impact the future of NC State and ensure that this Day of Giving is as successful as the first.

Go Pack!

[Signer’s Name/Info]
Hello [NAME],

Tomorrow is NC State Day of Giving! Do you know how you'll be #GivingPack?

One of the reasons giving back to NC State is important to me is because [insert reason for giving: your favorite memories of NC State, career connections, the impact of private support on your student experience, the role of NC State in our state’s economy, etc.]

That’s why this year, I am joining the [group name] in a Day of Giving challenge! Help us reach our goal of the most donors and dollars raised by making your gift through this link: [custom giving link]. You can also search for [group name] when you visit dayofgiving.ncsu.edu/fundraisers.

The strength of the wolf is the Pack. Join us tomorrow — it’s going to be extraordinary.

Go Pack!

[Signer’s Name/Info]
Hello [NAME],

Today is NC State Day of Giving! Are you #GivingPack?

Earlier today, I made my gift to [support area] because [reason: of the friends I made during my time as a student, the research the faculty is conducting, I want other students to have experience I did.]

You can give to whatever area of NC State is most meaningful to you. If you give now, you can also help [group name] win our competition by making your gift to your fund of choice through this link: [custom giving link]. You can also search for [group name] when you visit dayofgiving.ncsu.edu/fundraisers.

By winning this challenge, the [group name] will secure a share of bonus funds, which means your gift goes further. Every gift makes a difference. Join us and maximize the impact of #GivingPack!

What can the Pack do in 24 hours? Join us.

Go Pack!

[Signer’s Name/Info]
Hello [NAME],

NC State’s second annual Day of Giving was an incredible success.

As part of $XX million raised across the university, the [group name] ended the day with XXXX gifts from XXXX donors, totaling XXXX. We are excited about these numbers because they represent the hard work of our volunteers sharing their NC State story and bringing their Pack together to support NC State.

Thank you for #GivingPack.

[Signer’s Name/Info]
Day of Giving Custom Giving Links

Be sure to share your board, network, or group’s custom giving link when communicating about Day of Giving and to monitor live progress throughout the day. Find your group’s custom giving link below

Boards

CALS Alumni and Friends Society Board: go.ncsu.edu/dog20cals
Crop and Social Science Advisory Board: go.ncsu.edu/dog20cropscience
JC Raulston Arboretum Advisory Board: go.ncsu.edu/dog20arboretum
NCALS Research Foundation Board: go.ncsu.edu/dog20ncals
NC Agricultural Foundation, Inc. Board of Directors: go.ncsu.edu/dog20agriculture
NC Dairy Foundation, Inc. Board of Directors: go.ncsu.edu/dog20dairy
NC FAA Advisory Board: go.ncsu.edu/dog20ffa
NC Family & Consumer Sciences and Extension & Community Association Foundation Board: go.ncsu.edu/dog20consumerscience
NC Tobacco Foundation, Inc. Board of Directors: go.ncsu.edu/dog20tobacco
North Carolina 4-H Development Fund Board: go.ncsu.edu/dog204h
North Carolina Cooperative Extension Agriculture Programs Foundation Board of Directors: go.ncsu.edu/dog20extension
CHASS Dean’s Board: go.ncsu.edu/dog20chass
NC State Engineering Foundation Board of Directors: go.ncsu.edu/dog20engineering
NC State Natural Resources Foundation Board of Directors: go.ncsu.edu/dog20cnr
Board for Student Success: go.ncsu.edu/dog20studentsuccess
Friends of Arts NC State Board, Friends of Gregg Board: go.ncsu.edu/dog20arts
NC State College of Design Leaders Council: go.ncsu.edu/dog20design
Friends of the Library Board of Directors: go.ncsu.edu/dog20library
North Carolina State University Foundation Board: go.ncsu.edu/dog20ncsfnd
North Carolina Textile Foundation Board of Directors: go.ncsu.edu/dog20textile
North Carolina Veterinary Medical Foundation Board of Directors: go.ncsu.edu/dog20vet
Wolfpack Club Board of Directors: go.ncsu.edu/dog20wpc
Women in Philanthropy: go.ncsu.edu/dog20wip
Day of Giving Custom Giving Links

Alumni Association - Alumni Networks

Beaufort County Alumni Network: go.ncsu.edu/dog20beaufortalumninetwork
Black Alumni Society: go.ncsu.edu/dog20basalumninetwork
Charlotte Alumni Network: go.ncsu.edu/dog20charlottealumninetwork
D.C. Area Alumni Network: go.ncsu.edu/dog20dcalumninetwork
Denver Alumni Network: go.ncsu.edu/dog20denveralumninetwork
Forever Club: go.ncsu.edu/dog20forever
Latinx Alumni Network: go.ncsu.edu/dog20latinx
Lawyers Alumni Network: go.ncsu.edu/dog20lawyers
Native American Alumni Network: go.ncsu.edu/dog20nativeamerican
New York Alumni Network: go.ncsu.edu/dog20newyork
Northeastern Counties Alumni Network: go.ncsu.edu/dog20northeastern
Pittsburgh Alumni Network: go.ncsu.edu/dog20pittsburgh
Seattle Alumni Network: go.ncsu.edu/dog20seattle
Tampa Alumni Network: go.ncsu.edu/dog20tampa
Triangle Alumni Network: go.ncsu.edu/dog20triangle

Caldwell Fellows

The 1970s decade of Caldwell Fellows: go.ncsu.edu/dog20cf1970s
The 1980s decade of Caldwell Fellows: go.ncsu.edu/dog20cf1980s
The 1990s decade of Caldwell Fellows: go.ncsu.edu/dog20cf1990s
The 2000s decade of Caldwell Fellows: go.ncsu.edu/dog20cf2000s
The 2010s decade of Caldwell Fellows: go.ncsu.edu/dog20cf2010s
The Current decade of Caldwell Fellows: go.ncsu.edu/dog20cf20to23
Day of Giving Custom Giving Links

**Park Scholars**

Park Scholarships Class of 2000: go.ncsu.edu/dog20park2000
Park Scholarships Class of 2001: go.ncsu.edu/dog20park2001
Park Scholarships Class of 2002: go.ncsu.edu/dog20park2002
Park Scholarships Class of 2003: go.ncsu.edu/dog20park2003
Park Scholarships Class of 2004: go.ncsu.edu/dog20park2004
Park Scholarships Class of 2005: go.ncsu.edu/dog20park2005
Park Scholarships Class of 2006: go.ncsu.edu/dog20park2006
Park Scholarships Class of 2007: go.ncsu.edu/dog20park2007
Park Scholarships Class of 2008: go.ncsu.edu/dog20park2008
Park Scholarships Class of 2009: go.ncsu.edu/dog20park2009
Park Scholarships Class of 2010: go.ncsu.edu/dog20park2010
Park Scholarships Class of 2011: go.ncsu.edu/dog20park2011
Park Scholarships Class of 2012: go.ncsu.edu/dog20park2012
Park Scholarships Class of 2013: go.ncsu.edu/dog20park2013
Park Scholarships Class of 2014: go.ncsu.edu/dog20park2014
Park Scholarships Class of 2015: go.ncsu.edu/dog20park2015
Park Scholarships Class of 2016: go.ncsu.edu/dog20park2016
Park Scholarships Class of 2017: go.ncsu.edu/dog20park2017
Park Scholarships Class of 2018: go.ncsu.edu/dog20park2018
Park Scholarships Class of 2019: go.ncsu.edu/dog20park2019
Park Scholarships Class of 2020: go.ncsu.edu/dog20park2020
Park Scholarships Class of 2021: go.ncsu.edu/dog20park2021
Park Scholarships Class of 2022: go.ncsu.edu/dog20park2022
Park Scholarships Class of 2023: go.ncsu.edu/dog20park2023
Online Resources

Day of Giving website: dayofgiving.ncsu.edu
Day of Giving Frequently Asked Questions: dayofgiving.ncsu.edu/info/faq
NC State Facts and Figures: ncsu.edu/about/rankings
Volunteer Fundraising Toolkit website: go.ncsu.edu/volunteer-toolkit
Think and Do the Extraordinary Campaign website: campaign.ncsu.edu

Staff Contact Information

Katelyn Pecha
Assistant Director of Annual Giving, Constituent Programs and Volunteer Fundraising
kpecha@ncsu.edu