



Baldwin Wallace University

Annual Giving Volunteer Handbook

2015-2016

A Message from the Annual Giving Staff

Thank you for agreeing to serve as an Annual Giving volunteer on behalf of the Baldwin Wallace University's Annual Giving department.

The Annual Giving volunteer program was created to give passionate alumni an opportunity to do more for the future of the University. Philanthropy has a direct effect on BW's mission. Donor dollars ensure access to the University we know and love for students of today and tomorrow.

You are the perfect volunteer: you love BW, and you lead by example as a donor. As an Annual Giving volunteer, you help keep your classmates and friends connected to BW in a way that we simply cannot. As a graduate or close member of the BW community, you are uniquely positioned to connect with other alumni as a peer and through shared memories and experiences.

We are here to offer assistance, and guidance to help you in your important work. Please take time to read this handbook to better acquaint yourself with your volunteer role. Do not hesitate to reach out to any one of us with questions, concerns or suggestions.

Thank you again for all you do for Baldwin Wallace University!

The Annual Giving Staff

Christina Aldrich,
Director, Annual Giving

Marilyn Hosta,
Administrative Specialist, Annual Giving

Baldwin Wallace: Mission, Vision, Values

Mission

Baldwin Wallace University is an academic community committed to the liberal arts and sciences as the foundation for lifelong learning. The University fulfills this mission through a rigorous academic program that is characterized by excellence in teaching and learning within a challenging, supportive environment that enhances students' intellectual and spiritual growth. Baldwin Wallace assists students in their preparation to become contributing, compassionate citizens of an increasingly global society and encourages their pursuit of personal and professional excellence.

Vision

We will excel at providing a student-centered BW experience that supports each individual in achieving his or her full potential in pursuit of meaningful careers and an extraordinary life.

Core Values

Baldwin Wallace University is a COMMUNITY of LEARNERS committed to:

- Intentional Excellence
- Extraordinary Engagement
- Holistic Support

BW By the Numbers

- Every year for the past 20 years, *U.S. News & World Report* has ranked BW among the Midwest's Best Universities and named it a "Best Value" in higher education. BW is highlighted in another category, "A+ Schools for B Students," among institutions that "truly seek a broad, engaged student body."
- BW is also ranked among the Best Midwestern Colleges by the *Princeton Review* and as a Best College Value by *Kiplingers*.
- Since our founding in 1845, BW has prided itself on being one of the first colleges to admit students without regard to race or gender, a spirit of inclusiveness which continues today.
- BW enrollment consists of 3,000 undergraduate, 400 adult and 600 graduate students. Top states represented in enrollment include Ohio, Pennsylvania, New York and Michigan. First generation students total 18% of the freshman class.
- More than 90% of our graduates find employment or enter the graduate school of their choice within nine months of graduation. Annually, approximately 400 BW students gain valuable practical experience through field experiences and internships.
- Each year, BW students contribute more than 5,000 hours of service to the Greater Cleveland area through our Community Outreach programs.
- Since the inception of our Neuroscience program in 1998, 95% of students who have applied have been accepted into graduate programs or medical school.
- BW's music theatre program is ranked among the top ten in the country by *Backstage*, the industry's professional journal.
- BW is the first university in Ohio to offer an undergraduate program in sustainability and has recently added an MBA in sustainability to its curriculum.

Annual Giving Volunteer “Fact Sheet”

What is Annual Giving?

At BW, tuition only covers a portion of the operating budget. Donations from alumni and friends help to bridge that gap to ensure BW can continue to offer a high quality academic experience. Funds generated through Annual Giving support the greatest needs of the university, including:

- Scholarships and financial aid assistance
- Student government, groups and programming
- Social and cultural events
- Internships and leadership opportunities
- Outstanding faculty and dedicated staff
- Counseling and health services
- Intercollegiate and intramural sports

The annual campaign runs concurrent with the University’s fiscal year, July 1 to June 30. This past fiscal year, we raised approximately \$1,331,340 for the University from 4,330 donors.

Where to Give?

Support what matters most to YOU! Alumni and friends can now designate their annual gift to eight annual funds supporting the University and our students.

Academic Scholars Funds

In 2012-13, BW expanded our giving opportunities to include seven new divisional student aid funds, which correspond with the seven academic divisions of the University. These scholars funds will be used to help students keep their education more affordable.

- Business Administration Scholars Fund
- Conservatory Scholars Fund
- Education Scholars Fund
- Health & Physical Education Scholars Fund
- Humanities Scholars Fund
- Science & Mathematics Scholars Fund
- Social Sciences Scholars Fund

OR the Area of Greatest Need

Unrestricted gifts allow BW to use your contribution to support the University’s areas of greatest need. These funds help provide for everything from projects and scholarship to equipment purchases and library acquisitions. The flexibility provided by unrestricted gifts

enables the University to create opportunities for learning and growth that otherwise might not exist.

Why is annual giving important?

Over 76% of our full-time undergraduate students have received one of BW's major scholarships, while the average student still has \$3,000-\$5,000 in unmet need. We help fill that gap and on top of that, support all areas of the institution that make a BW education great.

Why do alumni support the annual giving program?

Some of the reasons alumni donate to BW are:

- To pay it forward; to give students of today the same experiences they had
- To say thank you; to express gratitude for their education and the financial aid they received making their own education possible
- To maintain the high value of their degrees and increase participation
- To demonstrate pride in their alma mater

Your gift really does make a difference

Every gift makes a difference and helps to inspire other donors. Participation through annual giving is an indicator of the value Baldwin Wallace alumni place on their educational experience. It is a gauge by which overall support for BW is measured. Broad-based annual participation plays a major role in encouraging corporation and foundation donors to support the University and factors into our placement on national rankings.

Keep in mind

Through BW's years, every generation has benefited from the generosity of its predecessors, then steps up to do its part for those to come.

Your financial support enhances BW's reputation and, in turn, increases the value of your degree.

Thank you!

The Role of BW Annual Giving Volunteers

Annual Giving volunteers are extremely important because they assist the Annual Giving office with one of the most essential aspects of fundraising – stewardship! By serving as liaison between alumni and BW, volunteers do the important work of building and maintaining relationships with donors to the University by writing or emailing thank you notes of appreciation.

Additionally, Annual Giving volunteers serve as a source of information about current campus events. They also keep BW's Advancement Services Department informed of important changes in personal and employment contact information of alumni.

Responsibilities:

- Make a personal gift to one of eight funds within annual giving and be an example to alumni and friends. We strive for 100% participation from our volunteers so it's important to contribute, regardless of the amount of your gift. **Thank you in advance for your support!**
- Twice a year, thank donors (preferable with a brief handwritten note).
- Attend and participate in alumni events (if able).
- Assist BW with recruiting future Yellow Jackets – YJ4L!
- Inform alumni and friends of current issues at the University and provide feedback on your classmates' interests and concerns.
- Help BW maintain up-to-date contact information for alumni.
- Remain in regular communication with BW Annual Giving staff and fellow Annual Giving volunteers.
- Participate in other opportunities such as the new online e-Ambassador program and provide important feedback on events and other programs.

Annual Giving Volunteer “How To”

Materials

- Each fall and spring, you will receive your Annual Giving materials.
- The materials will consist of BW notecards and a list of 10-15 classmates for you to send a thank you note. The date of the donor’s gift will be noted; however, the exact amount of the gift will not.

(Please note: For those volunteers familiar with the Solicitor Performance Reports, these will no longer be sent out. If you have alumni you’d like to personally thank for their gift, please contact our office and we will be sure to keep you updated.)

- Additional resources can be found through an online volunteer toolkit at www.bw.edu/giving/annual/classreps, including the volunteer handbook, sample thank you notes and a volunteer listing.
- Contact the Annual Giving office if you’d like printed copies of these materials mailed to you.

Personal Contact & Thank You Cards

- The point of the personal contact is to keep our alumni connected to the University through your personal touch. That way they are receiving more from us than just the annual gift appeal.
- After you receive your list of 10-15 donors, please send a personalized thank you note within a timely manner.
- We are relying on you to help steward the relationships with each of these donors. Please do your best ... Thank you!

Updating Information

- Send us any new information you obtain through BW friends, contacts and classmates. This information includes but is not limited to: new address, new name, newly married, new baby, employment information, etc. so we can make the appropriate changes in our system.

Alumni House Resources and Contact Information

General Information

Web address for Volunteer online toolkit: www.bw.edu/giving/annual/classreps

Annual Giving general number: 440-826-2135

Toll-free phone number: 1-888-292-2586

Web address for giving information: www.bw.edu/giving

Online giving site: www.bwcommunity.net/give

General giving email address: bwannual@bw.edu

Matching gift information: <http://www.bw.edu/giving/annual>

Annual Giving

Christina Aldrich
Director, Annual Giving
440-826-3308
caldrich@bw.edu

Marilyn Hosta, Secretary/Office Manager
440-826-2135
mhosta@bw.edu