

WORKING PHILANTHROPY INTO YOUR EVENT

UMBC's 50th Anniversary year provides a unique opportunity for the campus to elevate giving and the way that our alumni and campus partners perceive the university and its culture of philanthropy.

All fundraising activities must be approved by the University System of Maryland Foundation prior to being marketed or implemented. Please email materials to info@usmf.org for approval.

All checks must be made out to the **UMBC Foundation** with your department or fund name noted in the memo line.

All promotional materials and fundraising collateral must include the following Foundation language: ***All contributions raised are administered by the UMBC Foundation for the benefit of UMBC.***

UMBC's development staff can partner with you to develop a fundraising plan. Please reach out to Dayna Carpenter, director of annual giving, at dayna@umbc.edu or 410-455-3377.

1. Include Giving in your Registration Page

The option to make a gift as a part of registration should be included in most all cases.

2. Event Remarks

A brief thank you to donors should be included in event remarks. The importance of private individual support should be noted and encouraged. Development staff can work with event organizers to tailor this language to a specific audience/event.

If a slide presentation will be rolling throughout the event, prominent inclusion of the UMBC giving website URL (**giving.umbc.edu**) and opportunities to support the university should be included. Here are a few examples:

- Thank you to everyone who has supported UMBC with a philanthropic gift this year!
- The number of alumni who contribute each year strengthens UMBC's reputation and helps to increase national rankings in publications like *U.S. News & World Report*.
- Last year, two-thirds of all UMBC students applied for financial aid and scholarships, but less than half had their full financial needs met.
- If you haven't already contributed, we hope that you'll consider making a gift today.
- Every gift makes a difference in the lives of UMBC students - So whether you give \$5 or \$5 million – the important thing is that you give as generously as you can.

3. Donor Recognition at Events

As a way of stewarding our current donors and marketing to others, donors should be visible at campus receptions/events. Notated badges with donor status – or – a badge or ribbon indicating donor affiliation will provide visibility to our current loyal supporters. Visible marks on donor badges will also aid development staff in identifying and connecting with individuals at busy events. With advance notice, development staff can help identify your alumni donors.

4. On-Site Gift Acceptance

There will be instances when donors want to make a gift on-site. Minimally, UMBC staff and volunteers should be prepared on how to best accommodate these requests.

- **Give Online at giving.umbc.edu.**
 - If the event lends itself to online gift acceptance, laptops or tablets can be made available to donors wanting to make on-site contributions via credit card. Presently, gifts could be directed to the general online page – or – possibly through branded event pages on the crowdfunding platform.
- **Gift/Remittance Envelopes** (or *UMBC Foundation-approved solicitation materials*). The Annual Giving team will have a supply of printed gift remittance envelopes that can be used at most events.
- **UMBC Annual Giving Collateral** (or *event-specific fundraising collateral*)
 - Educational pieces on University's Greatest Need Fund
 - Matching Gift Promotion
 - Planned Giving materials
 - Hilltop/1966 Society Brochure
- **UMBC Giving Basics**

All staff members should be prepared to direct individuals with interest in making a gift to the following sources:

- UMBC's Giving Website: giving.umbc.edu
- Annual Giving, Matching Gifts, Crowdfunding, Phonathon, and General Giving Inquiries: Dayna Carpenter – dayna@umbc.edu – 410-455-3377
- Major Gift, Planned Giving, Naming & Endowment Opportunities: Mike Buccino – mbuccino@umbc.edu – 410-455-2766

5. Follow-Up Communications/Thank You Messages

Include information in the event follow-up messages that remind people that they could make a gift, along with a button/link to the giving website (giving.umbc.edu).

- "P.S. If you'd like to make a gift in support of [Program/Initiative] – click here!" – or – "P.S. If you haven't already, please join your fellow alumni by making a gift in honor of UMBC's 50th Anniversary. Together, we can keep UMBC strong for the next 50 years!"

6. Event Attendance

When possible, registration lists with event attendees should be shared with development officers, annual giving, and the stewardship team at least a week in advance of the event. There may be cases that it makes sense for alumni and development staff to attend events as pertinent to the cultivation or stewardship process.

**For questions, consultation for specific events, or requests for collateral –
Please contact:**

Dayna Carpenter
Director of Annual Giving
dayna@umbc.edu
410-455-3377