FAU Senior Class Campaign Committee | 2015-2016

Florida Atlantic University’s Senior Class Gift (True Blue Cord) Campaign provides an opportunity for each graduating class to create a legacy at FAU. Students that make a donation, in commemoration of their class year, help to create a better future for all future and current Owls. To date, the success of this campaign has created many scholarships for students whose only roadblock to graduating is a financial one. Each Senior Class Gift Campaign committee member is a volunteer leader who serves on behalf of the FAU Office of Annual Giving in spreading the message of giving back to FAU students.

**General Expectations:**

1. Develop a greater understanding of the fundraising philosophy, strategy and overall programs at Florida Atlantic University as it relates to the Senior Class Gift Campaign.
2. Exemplify a professional and courteous manner at all times as a leader of your peers and ambassador working for FAU’s Office of Annual Giving.
3. Attend all scheduled committee meetings.
4. Personally contribute to the Senior Class Gift Campaign.

**Commitment of the Role:**

Length of term: September 14 – May 6
Additional: Attend regular monthly committee meetings. Committee chairs will meet bi-weekly.

**COMMITTEE MEMBER (1-2 hour per week minimum commitment)**

- Personally solicit members of the senior class to make gifts
- Assist in building awareness about the Senior Class Gift Campaign using your personal social media networks.
- Act as an ambassador to your campus activity or affinity group in order to educate seniors about the importance of philanthropy at FAU
- Attend at least one FAU Senior Class Campaign event (FAU Breezeway and/or Grad Fair) in order to promote accept donations (Boca Grad Fair is Nov. 2 & 3rd from 10am – 3pm)
- Assist in all plans for stewarding Senior Class Gift donors (by phone or mail)

**CHAIRPERSON (5-6 hour per week minimum commitment)**

- Serve as primary liaison between Senior Class Giving Committee (SCGC) and FAU Advancement
- Represent the SCG Campaign to classmates, faculty, staff, and alumni. Be the public voice of the campaign
- Work with Coordinator of Annual Giving to develop agenda for all committee meetings
- Lead all committee meetings
- Maintain convenient bi-weekly meetings with Coordinator of Annual Giving
• Understand and articulate FAU partner, advocate, investor message to current students
• Help design and steer the committee’s campaign strategy
• Provide comprehensive committee leadership and coordinate activities for volunteer support
• Synchronize efforts by holding regular meetings with vice-chairs and the committee
  • Consistently provide members with the tools and information necessary for team success
• Ensure each member and liaison remains active and performs to their highest potential
• When necessary take the lead on major projects
• Support, motivate, and thank committee members and leaders for their volunteer work
• Identify and recruit qualified students to be members of the committee from a diverse group of student activities, academic programs and peer groups
• Personally solicit members of the senior class to make gifts

SOCIAL MEDIA VICE CHAIR (4-5 hour per week minimum commitment)

• Develop and implement social media strategic plan for 2015/2016 to build awareness for Senior Class Gift Campaign
• Manage and regularly post on the Class Facebook page
• Explore social media options for the SCGC (Twitter, Instagram, etc.)
• Coordinate and execute social media plan for all committee members to participate in
• Create one campaign per quarter to engage Facebook followers
• Utilize personal social media accounts to promote the senior class giving campaign
• Collaborate with University Communications and campus student organizations to spread the word about the campaign and events on other university social media accounts
• Personally solicit members of the senior class to make gifts

MARKETING VICE CHAIR (4-5 hour per week minimum commitment)

• Advertise SCGC events and information through visual media around campus, social media, and interactions with campus publications and through other necessary means (Owl Radio, Housing and etc)
• Work to support other leadership members’ needs to assist with events and marketing
• Collaborate with University Communications and campus student organizations to spread the word about the campaign and events
• Coordinate with other student leaders and/or student organizations to promote the Senior Class Gift campaign at senior events throughout the year; Actively initiate new marketing strategies to strengthen the campaign
• Identify opportunities for the Senior Class Gift Campaign to maintain a presence at pre-planned senior and campus wide events and marketing across all campuses
• Utilize personal social media accounts to promote the senior class giving campaign
• Personally solicit members of the senior class to make gifts

STEWARDSHIP VICE CHAIR (4-5 hour per week minimum commitment)

• Collaborate with Coordinator of Annual Giving on Senior Class Gift stewardship plan
• Assist in all plans for stewarding Senior Class Gift donors (by phone and mail)
• Responsible for ensuring 100% stewardship of senior donors
• Personally solicit members of the senior class to make gifts
EVENTS VICE CHAIR (4-5 hour per week minimum commitment)

- Promote and accept donations for the Senior Class Gift Campaign at all FAU Breezeway & Grad Fair events
- Manage event logistics
- Complete an event planning checklist for every event
- Coordinate volunteers for all Breezeway tabling and Grad Fair events
- Plan at least 6 Breezeway tabling events per semester
- Personally solicit members of the senior class to make gifts

OUTREACH VICE CHAIR (4-5 hour per week minimum commitment)

- Coordinate with other student leaders and/or student organizations to promote the Senior Class Gift campaign at senior events throughout the year
- Actively initiate new marketing strategies to strengthen the campaign
- Assist in building awareness about the Senior Class Gift Campaign using social media networks
- Identify opportunities for the Senior Class Gift Campaign to maintain a presence at pre-planned senior and campus wide events and marketing across all campuses
- Act as an SCGC ambassador to all FAU student organizations in order to educate seniors about the importance of philanthropy at FAU; schedule visits and direct seniors to participate online
- Personally solicit members of the senior class to make gifts

OUTREACH VICE CHAIR (GREEK) (4-5 hour per week minimum commitment)

- Actively initiate new marketing strategies to strengthen donor participation among all seniors involved in FAU Greek Letter organizations
- Assist in building awareness about the Senior Class Gift Campaign using social media networks to all FAU Greek Letter organizations
- Identify opportunities for the Senior Class Gift Campaign to maintain a presence at pre-planned senior and campus wide Greek Letter events and marketing across all campuses
- Act as an ambassador to all FAU Greek Letter organizations to educate seniors about the importance of philanthropy at FAU; schedule visits and direct seniors to participate online
- Personally solicit members of the senior class to make gifts

Apply:

All students interested in serving on the Senior Class Committee should complete an application by visiting http://bit.ly/1JOA8z8

Application Deadline: Friday, August 28

Please send an email to classgift@fau.edu for all questions and concerns. All selected applicants will be called for a formal interview.