



FALL FUND DRIVE
VOLUNTEER GUIDE

Volunteer Guide



Key Dates:

-Oct. 1, Noon – Fall Fund Drive kickoff, Student Center Ballroom. This is when the fundraiser officially begins. After 1 p.m. on this day, you may begin soliciting donations.

-Oct. 22, 7 p.m. – Fall Fund Drive Student Showcase, Student Center Ballroom. This event is the Foundation's effort to prove to our campus and Chadron communities that CSC students are worth investing in. During the evening, CSC students will show off their talents through things like dramatic readings, displaying artwork, presenting on research, telling stories of unique internships and experiences, playing music, singing, etc.

-Oct. 25, 7:30 a.m. to 4:30 p.m. – Pledge Turn-in Day. This marks the end of the Fall Fund Drive. All pledge sheets must be turned in to the Foundation office by the end of the day (pledge sheets can also be returned ahead of time.)

-TBD – Fall Fund Drive Victory Party – Sometime in November, we'll hold a celebration in the community to honor your efforts.

Points and Prizes:

-You and your team will be rewarded for your efforts by earning points for the donations you collect which will earn the team prizes at the end of the fund drive. Reference the end of this document for the point guide and current prize list.

Potential Donors' Contact Information:

-We can only update contact information in our database if it's made known to us. We apologize ahead of time if someone's contact information is incorrect. If this happens, please let us know and we will work with you to find correct contact info.

-If you discover that someone's contact information has changed, maybe a business has a new owner, etc., please indicate the change on their pledge sheet and we'll make the necessary change.

What is a pledge?:

-A pledge is not a donation. It's a commitment to fulfill the pledge at some point within the year. Pledges are not binding.

-You'll earn extra points for collecting payment at the time of the pledge via a check or cash.

Donors can give wherever their philanthropy lies:

-Ask donors where they would like their donation designated and write it on the pledge sheet.

-Designations can be vague if there isn't a specific department or scholarship the donor wants to donate to. For example: "a scholarship for students in education."

-If someone isn't sure where they want their donation to go, see if they'll pledge and put them in contact with The Foundation. Or, make a note on the pledge sheet and we'll contact them. If they're hesitant to donate before speaking with us, make a note of it to show you visited with them and you'll still get the points if they donate after we've spoken to them.

-If a donor is unsure, suggest the 1911 Fund. The 1911 Fund is for unrestricted funds. That means the funds can be used according to the college's greatest needs as determined by the Foundation Board of Directors. To this day, the 1911 Fund has always been allocated to scholarship support.

Process:

-Your team leader will give you pledge sheets for the individuals you're responsible for asking to donate.

-Pledge sheets should never be left with the potential donor.

-Visit, or otherwise contact the individuals you have pledge sheets for. In-person visits are preferred. We understand that asking for donations in person can involve some anxiety. Here's why we ask you to do it:

-In-person requests for donations are by far the most effective.

-Many potential donors feel it is disrespectful not to be asked in person.

-Some regular Fall Fund Drive donors look forward to being visited.

-If you'd like, bring a fellow team member for moral support, but avoid groups that include more than three volunteers. Ideally, two volunteers can provide each other moral support while also not being intimidating to potential donors.

The Volunteer Resources webpage includes a toolkit that provides:

-Talking points for in-person asks

-Scripts for telephone asks

-Templates for email asks

-Information on how to overcome common objections

-If one of your prospects wants to make a pledge:

-Fill out the pledge form completely.

-Ask those who've pledged in the past to increase their donation.

-Supporters increasing their donations even by small amounts is the best way for us to make an impact for students.

- "I see you donated \$XX last year, would you consider increasing your donation this year?"

-For new donors, ask "would you be willing to donate \$50 or more?" If no, then, "is there an amount you'd be more comfortable with?"

-Be respectful if the donor doesn't wish to make an increase.

-Note: you'll receive more points toward prizes for donors that increase their donation.

-For campus volunteers:

-Faculty/staff may use payroll deduction as an option if there is:

\$5 per month minimum (this is the minimum amount which can be deducted per month, but donors can specify any number of months 1-12 in which they would like to donate said minimum)

****A signature on the pledge card is required****

(Payroll deduction is not available to bi-weekly employees and coaching assistants.)

-For those potential donors who are on the fence, you will be given cards you can leave with them. The cards will have an appeal for them to change their mind and will include how to donate if they do (you'll still get credit for these folks.) Do not leave the pledge sheet with them.

-If the potential donor doesn't want to give:

-Reference the "Handling Objections" guide on the Volunteer Resources webpage.

-If appropriate, use the methods in the guide to overcome the objection and turn a "no" into a "yes."

-Be respectful of their right to not donate.

-You are not limited to asking only those you have pledge cards for.

-If you believe you know someone who could be a new Fall Fund Drive donor contact the Foundation and ask if they have been assigned to another volunteer.

-If they are not assigned, make the ask and use a blank pledge card to record their pledge. Blank pledge cards can be downloaded from the Volunteer Resources webpage.

-Fill out all contact information for them, including address, phone number, and email, so they can be contacted about fulfilling their pledge.

-You are not required to ask friends and family, or people in your network to donate. However, if you wish to do so to earn more points for your team, you are welcome to. Use a blank pledge card to record their pledge and information.

-If the person is local, you must contact the Foundation prior to securing the pledge.

-Deliver your completed pledge cards to the Foundation or your team leader when complete. All pledge cards must be received before 4:30 p.m., Oct. 25, at the Foundation office in Sparks Hall, on the CSC campus.

Notes:

-Please make your own donation.

-Use sensitivity in approaching new businesses, new faculty, and graduate assistants. You will have to explain the purpose of the Fall Fund Drive and welcome them to CSC and the Chadron Community.

-All donations are tax deductible.

Please Don't:

-Do not speak ill of non-donors, or judge someone for the amount they donate. Even if you think the conversation is private, don't do it. Volunteers have been overheard doing this in the past and it harms the impact we can have.

-We're not selling used cars. We're connecting people's philanthropy with Chadron State College. There are endless places people can focus their philanthropy, and it's okay if CSC is not one of them. Every donation is welcome, in any amount.

Point and Prize Guide:

Prizes are stratified based on point totals and will be distributed to each team member. Prizes are also cumulative, at each level, the team will receive that level's prize, plus the prizes in the levels below.

New for 2024! – All teams that reach Tier 1 will enter into a draft of mostly experiential prizes. Teams will select their prize in order based on total points earned.

Early Return - 1 point per card turned in on or before the check-in date.

0 points per card turned in after the check-in date.

Payment Returned with Pledge Card - 1 point

Continued Payroll Deduction - 1 point

New Payroll Deduction - 1 point

**** If 100% of your team donates** – 3 bonus points are awarded to the team

New or Lapsed Donors

\$ 1000 & Up	10 points
\$ 500 - \$999	8 points
\$ 250 - \$499	6 points
\$ 100 - \$249	4 points
\$ 50 - \$99	3 points
\$ 25 - \$49	2 points
\$ 5 - \$24	1 point

Same Giving Level

\$ 1000 & Up	6 points
\$ 500 - \$999	5 points
\$ 250 - \$499	4 points
\$ 100 - \$249	3 points
\$ 50 - \$99	2 points
\$ 24 - \$49	1 point

Increased Giving Level

\$ 1000 & Up	10 points
\$ 500 - \$999	8 points
\$ 250 - \$499	6 points
\$ 100 - \$249	4 points
\$ 50 - \$99	3 points
\$ 25 - \$49	2 points
\$ 5 - \$24	1 point

No's, Incompletes, Pending - 0 points

Prizes and tiers:

Our new prize tiering system allows us to reward all of our volunteers for their support of the Fall Fund Drive. Each team member will get each prize, and each tier will receive the prizes of the all tiers below.

Tier 1 – 125+ points – Entry into Tier One prize draft below

Tier 2 – 100-124 points – 2024 FFD Coffee Mug

Tier 3 – 75-99 points – Branded Office Supply Kit

Tier 4 – 50-74 points – FFD Volunteer Water Bottle Sticker

No prizes will be awarded to any team receiving below 50 points.

Tier One Prize Draft: In order of most points earned, draft from the following:

- Lunch with Dr. Patterson (two teams)
- Attend an Eagle Volleyball or Basketball game with Dr. Patterson (two teams)
- Tailgate with The Foundation before an Eagle football game (two teams)*
- Private Planetarium Show
- Private tour of CSC's insect collection with Dr. Matthew Brust
- Private tour of CSC's geology collection with Dr. Michael Leite
- Free night of bowling at Hilltop Lanes (two teams)
- Office Yoga Session led by CSC's Dr. Brittany Helmbrecht
- CSC Branded Duffle Bags
- Move up one space in next year's draft!
- TBD! The Foundation is working to secure additional prizes to choose from

*In the event of non-tailgating weather, this prize can be deferred until such time that no one is cooking burgers in a parking lot while it's 13 degrees outside.



2024 Student Showcase

Celebrating the Talents of Chadron State Students
Presented by the Chadron State Foundation

Fall Fund Drive Student Showcase

Last year's drive Pledge Party, is being rebranded and reimagined as the Fall Fund Drive Student Showcase. Last year we hoped the Pledge Party would serve as a way to take the weight off our volunteers by having prospective donors come to us. That will not be the purpose of the Student Showcase.

The Fall Fund Drive Student Showcase will include fundraising elements, but above all, it's purpose is to celebrate the people who benefit from your efforts and others donations – to demonstrate to our CSC and Chadron communities that Chadron State students are worth investing in. We will again have students presenting on research, interesting experiences, performing music, poetry readings, displaying artwork, etc.

All team members should encourage their prospects, as well as their friends and even families to attend. CSC President Dr. Ron Patterson supports The Foundation's goal to have this yearly event grow in size and prominence, eventually becoming a gala with a served dinner.

If you know a student worth featuring during the Showcase, please contact The Foundation.