

Client:
Northeast State Community College Foundation

Industry:
Higher Education, Nonprofit

Project:
The "Because of You" Campaign

Because
of **You.**

Purpose

- Increase percentage of full-time faculty and staff who contribute financially to the Foundation.
- Create a campaign to incentivize programs and clubs on campus to participate.
- Improve faculty and staff image of the Foundation.

Solutions

- Create a space where people want to give freely.
- Develop a cross-functioning committee of representatives from each interested program and club on campus.
- Compile a prospect list of potential donors including students, parents, alumni, and community stakeholders.
- Each program and club on campus created their own fundraising ideas that take place during the "Because of You" campaign week.
- Execute the Because of You campaign week.

Results

- In two years, faculty and staff giving increased from 200%.



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