

CASE Award Submission for William & Mary Senior Class Gift  
Submitted by Senior Class Gift Committee and Associate Director of Student Philanthropy  
March 10, 2023

### **Category – Fundraising: Student-led Initiatives**

**Description:** Since Spring Break of 2020, Senior Class Gift has strived to reach the high participation giving rates of the classes that came before the pandemic. While the classes of 2021 and 2022 focused on the student philanthropy motto of “giving back to pay it forward” to make a positive impact on an area of campus most affected by the pandemic, the Class of 2023 came into the fall semester with an additional focus: by centering the Senior Class Mug around promoting the social aspect that Senior Mug deals bring. It adds another layer of meaningful connection with their classmates, the institution and the community that supports them. The Senior Class Committee which is the student-led group that drives Senior Class Gift, began their senior year with a focus on three main aspects to help reach their goal: increasing participation rate by promoting different levels of giving, increasing Senior Mug deals and events at local businesses to strengthen engagement amongst the senior class, and educating the importance of how a gift of any size can directly impact W&M and the student experience.

**Program Goal:** Senior Class Gift at William & Mary is a student-led initiative that focuses on class giving participation rate rather than a monetary goal. Each year a participation rate goal is set by the Senior Class Gift Committee. Through promoting a culture of meaningful philanthropy during the final year of being an undergraduate, the Senior Class Gift Committee looks to galvanize the senior class through hosting social engagement events, educate on how small gifts can directly impact W&M and their fellow student and provide seniors with exclusive discounts at their favorite local businesses. At the end of each fiscal year, the Senior Class Gift (participation rate) is memorialized in a paver in a prominent part of campus. For the Class of 2023, their goal is to reach 60% participation.

**Program Objectives:** To achieve their goal of 60% participation, the Senior Class Gift Committee will focus on education through marketing as well as opportunities to enjoy their Senior Class Mug all while helping make an impact on campus and reflect on their time at W&M.

- Educate fellow seniors on the importance of private giving, the various funds one can allocate their gift towards, and promoting the existing student philanthropy events as an opportunity to make their Senior Class Gift.
- Senior Class Mug deals: The Senior Class mug is a 32 oz mug that is given to a senior with a donation of their class year, ex. \$20.23. The Senior Class mug modeled a similar product promoted at a local pub. Nearly 15 years ago, the Senior Class mug was created to offer W&M seniors a special deal on a specific weeknight that locals had previously only enjoyed.
  - Increase the number of Senior Class Mug deals available with local businesses focusing on diversifying the type of food/deals to accommodate non-alcoholic drinkers
  - Creating events that encourage participation in mug deals by emphasizing the social aspect
  - Utilizing Senior Mug Nights at local business as an opportunity for various student organizations to help promote and encourage others to allocate their gift towards their organization
    - Hosted Student Org Mug Nights: Student organizations that have an existing fund such as sports teams, Wind Ensemble and more can table to encourage those donating to receive their mug, to donate to their

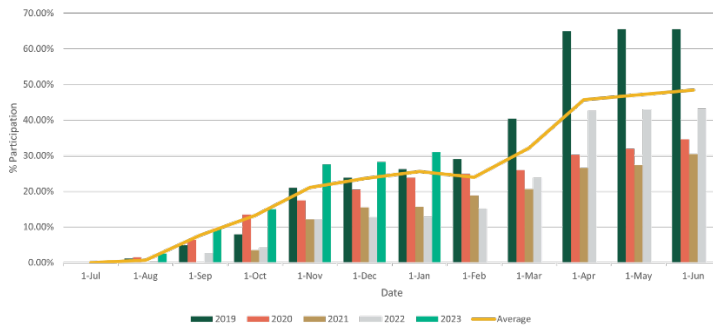
organization. Often student organizations can raise \$200 or more for one hosted mug night

- Themed Mug Nights: To help encourage comradery and fun amongst the senior class, we host themed mug nights throughout the year with giveaways for those that attend. Halloween, Ugly Sweater, Galentine's Day are just a few examples of themed mug nights
- Promote levels of giving through various student philanthropy events such as Senior Mug night, Impact Week and One Tribe One Day (W&M's giving day)
  - Impact Week is a week-long competition held each semester, in which three student organizations compete to receive grant funding to complete their proposed community service project. These projects will benefit William & Mary or the local Williamsburg community. To receive funding, organizations must encourage fellow students to vote for their project in the form of a \$5 gift to William & Mary that can benefit any area of campus. The amount of funding they receive is tiered based on their placement when the final votes are tallied
  - One Tribe One Day (W&M's giving day) holds a carnival that promotes engagement and philanthropy amongst the student body. Schools, units, and student organizations table during the carnival to encourage giving back to the institution in a way that has impacted their experience.
- Focus on marketing the education on private giving, mug deals and encouraging seniors to engage with one another to enrich their memories of their last year on campus

**Methodology:** A targeted approach employing various platforms to inform, educate and support engagement and philanthropy

- Instagram: increasing number of posts concerning education on the importance and impact of private giving, the existing funds and promotion of student philanthropy and Senior Class Gift related events
- GiveCampus: sending out regular emails regarding senior specific engagement events, new Senior Mug deals, student organization hosted mug nights and philanthropy events encouraging seniors to make their Senior Class Gift
- Hosted Senior Mug Nights: Bringing back Mug Nights hosted by student orgs (previously happened before pandemic) encouraging seniors wishing to donate to get their Senior Mug to give to their fund. Also themed Mug Nights centered around holidays with special prizes available through a raffle to those who donate that night
- Attendance at engagement events: Cheers to Your Senior Year held at Homecoming had a record attendance with nearly 900 seniors attend

## Results: Senior Class Participation Progress



### Resources: People, budget, time

- People: 7 Senior Class Gift Committee members, 2 staff members, several student organization leaders and 8 local business partners (2 W&M alumni owned)
- Time: Senior Class Gift Committee meets twice a month, works on Instagram and GiveCampus content once a week, and tables for Senior Class Gift at least twice a week in varying locations
- Budget: \$10k towards, senior mugs, supplies, print materials, December Grad celebration, class pave and Senior Class Gift Committee needs and stewardship
- Vendors: GiveCampus

### Supporting document and videos:

- See supporting document for more visuals
- Instagram: [@wm\\_wretraditions](https://www.instagram.com/wm_wretraditions)
  - [Impact Week: Student Orgs pitch their project](#)
  - [Themed Mug Night](#)