

Alumni Leader Best Practices

Day of Giving

At West Virginia University, Day of Giving is an annual university-wide fundraising initiative designed to increase participation and support across campus. Scholarships and unrestricted funds are key priorities. Alumni chapters play an important role by raising funds for chapter scholarships, helping students access and afford a WVU education.

Start Early & Share the Impact

Promote Day of Giving in advance and explain how chapter scholarships help students. Use real examples, stories, or outcomes whenever possible – people give when they understand the impact.

Focus on Participation

Remind supporters that gift size matters less than taking part. Even small gifts help your chapter move up the leaderboard and unlock bonus funds.

Use Your Network (Ambassadors Help!)

Recruit enthusiastic alumni, board members, or supporters to share giving links with their own networks. Peer-to-peer outreach is one of the most effective ways to grow participation.

Stay Active During Day of Giving

Keep the momentum going:

- Post updates and reminders
- Celebrate milestones
- Highlight leaderboard movement
- Create urgency (“only a few hours left!”)

Use the Tools Provided

The Alumni Association staff will provide:

- Social media graphics
- Recommended captions and messaging
- Marketing resources to support your outreach

Using these ready-made materials makes promotion easier and keeps messaging consistent.

Show Appreciation & Share Results

Thank your donors promptly and let them know the difference they made. Share participation totals, funds raised, and how scholarships will benefit students. Recognizing support helps build lasting relationships and encourages future giving.