



Faculty Staff Giving Campaign Overview

We Are Mt. SAC

Purpose: Encourage a culture of philanthropy among faculty and staff to support the area of campus most important to them.

Goals:

1. Increase the visibility of the Mt. SAC Foundation and its mission to support Mt. SAC.
2. Increase the overall percentage of faculty and staff making a contribution, annually, to any area of campus.

Strategies:

- Campus leadership support
- Foundation Champions – representatives across campus willing to encourage their peers
- Branded marketing campaign (collaboration with Marketing/Communication Team)
- Email blitz and web presence
- Campaign match incentive
- Presence at Classys
- Giveaway items
- Ongoing stewardship and education
- Partnering with HR for new employee packets
- Develop plan for annual reception for all Fac/Staff donors

Presidential Match: All dollars up to \$XXXX

Campaign Run: Initial push, Monday, May 9 – Thursday, June 30, 2016. Ongoing thereafter.





Faculty Staff Giving Campaign Program Plan

We Are Mt. SAC

The purpose of the Faculty Staff Giving Campaign is to cultivate a culture of philanthropy among Mt. SAC employees. Through a unified effort of support, we will tap into the passion of our collective mission.

We don't have to look far to remind ourselves of the great need that exists among the student body. Forty-five percent qualify for federal Pell Grants. That means that nearly half of our students come from families who, according to the federal government, are living in poverty. Not a day passes without staff or faculty staring into the face of hardship on this campus, and more often than not personally offering help to our students.

The motivation that comes from these situations is shared throughout our community. Faculty and coaches work harder to teach those who thought they were unteachable, staff commit themselves to students who never imagined this opportunity.

It is clear that a deep and personal commitment to our students already exists among Mt. SAC employees. We can point to examples of people across the campus who go the extra mile to help our students achieve.

And the results speak for themselves. In the face of long odds, our students continue to excel across all disciplines and programs. From the nation's best Community College athletics program to internationally recognized musicians and singers to top debaters, emergency first responders, journalists and turf management specialists. Year after year, Mt. SAC produces students who achieve at a high level. It is thanks in large part to the efforts of dedicated people on this campus who are every day difference makers for our students.

With an audience as invested as this one, introducing the concept of philanthropy is a natural next step. People who build their careers at the college are devoted to the mission of the institution. They have witnessed it themselves and can understand better than many the difference that financial support can make. **Through the Faculty Staff Campaign we will invite members of the campus community to invest their money where their hearts are.**

This is a movement that everyone can get behind. **With the ability to support any area of choice, the Faculty Staff Giving Campaign can be accomplished with gifts of any amount.**

How to Make a Gift to the Mt. SAC Foundation

Gifts can be made any of the following ways:

- Online at givetomtsac.org
- Call the Foundation at 909-274-4215
- Stop by the Foundation – Bldg12, Office 1270

All forms of payment are accepted:

- Cash
- Checks/e-checks
- All major credit cards

One-time or recurring gifts:

All gifts can be made one time or on a recurring basis: monthly, quarterly or annually. Ensuring that your gift will continue for years to come creates a reliable source of income for the programs and initiatives most important to you.

Establishing an annual named scholarship:

Establishing a scholarship in your name or in memory of someone else is a great way to support students at Mt. SAC and can be done with a gift of \$500 annually. This can be funded through one-time gifts or payroll deduction. You will be invited to present your scholarship at the annual Scholarship Ceremony event and meet your recipient in June each year.

Gifts in memory:

Please indicate if you would like to make your gift in memory of someone (along with their contact information), and we will prepare a notification be sent to the family.

Receipt and acknowledgments:

All gifts are tax deductible and will be properly receipted, and acknowledged with the designation of your choice.

Goal 1: Create a greater awareness and understanding of the mission of the Mt. SAC Foundation across the campus community. *The Foundation is Mt. SAC.*

- *Strategy:* Information blitz that introduces the Foundation Staff, Board of Directors and Foundation mission to the campus community. Focus on impact. Provide a breakdown of fundraising dollars that illustrates the percentage of money raised for scholarships, programs and operational support. Every office on campus has a function. The function of the Foundation is to secure dollars for the purpose of student need and program support. *We are Mt. SAC.*
- *Tactics:* We will launch a marketing campaign which includes face-to-face, email, phone and other personalized communications. We will create and share Profiles of Impact demonstrating how people's gifts help students. We will participate in campus events for greater visibility.
- *Measureables:* Track messages sent, numbers reached. Survey the community about their understanding of the Foundation purpose.

Goal 2: Double the number of all campus donors (faculty, staff and administrators) from 82 to 164 (current number reflects all campus donors who gave at least once during FY13/14, FY14/15 or FY15/16)

Executive Administrative Team Goal: 100% participation

PRD Goal: Of the new 82 donors, 49 new Payroll Deduction donors. This will double the number of employees currently participating in the Payroll Deduction program from 49 to 196.

- *Strategy:* Create a committee of Mt. SAC Champions from across the campus – currently enrolled in Payroll Deduction or making annual gifts. Every employment group on campus will have representation by a "Champion".
- *Tactic:* Champions will encourage people from their areas (and people they can influence) to participate in the campaign.
- *Measurables:* The success of this campaign will be measured by an increase in donors, increased awareness of the purpose of the Foundation, and overall sense of

The President's Match

To encourage first time and increased gifts from the campus community, we have established a personal match from President Scroggins. With every new or increased gift (whether Payroll Deduction or annual), President Scroggins will match the total gift amount up to \$XXXX to be designated to his area of choice. This is an opportunity to maximize giving potential and leverage the campus commitment to our mission.

Campaign Committee

We will build a campaign committee of key voices from across the campus. As donors, they will participate as spokespeople for the Foundation. The role of the Committee is to champion its mission. They will lend their names to encourage others to give.

We will utilize testimonials that address various aspects of giving (giving through PRD is easy/helping students is why I'm here/I've spent my career at Mt. SAC and I want to give back, etc.). We will utilize testimonials in both personal and electronic communications. Email solicitations will either come directly from the champion or will be endorsed by the champion.

Campaign committee members will not be asked to convene as a group, instead Foundation members will meet with them individually for testimonials.

Classified

John Lewallen
Windy Lozano*

[Kate Morales](#)

Bill Rawlings

[Matt Judd](#)

[Sue Long](#)

Faculty

Marc Ruh

[Steve Shackelford](#)

[Al Kirchgraber](#)

[Beta Meyer](#)

Confidential/Supervisors

Carol Nelson

Managers

Meghan Chen

Barbara McNeese Stallard

Jill Dolan

Trustees

[Dr. Manuel Baca](#)

[*Unconfirmed members](#)

Gift Designation

Within the campaign, we will discuss the importance of unrestricted giving. We will invite new donors to split their giving between the area of campus they feel the strongest affinity for and the Mt. SAC Foundation. However, **the most important feature of the campaign is to make faculty and staff aware that they can direct 100% of their giving to any area of campus they wish**—programs, departments, scholarships—if it exists, they can support it.

This will also be an opportunity to educate the campus about the mission of the Foundation. Not only is the Foundation committed to securing funds for students by way of scholarships, but for faculty building or sustaining programs, departments with a vision of expanding and student serving programs with a desire to do more. **The Foundation exists to help people help people.** The case for the split gift is to reinforce the Foundation's ability to sustain itself and do more of this work.

Upgrading current PRD Donors

Part of the effort will be to encourage current PRDs to upgrade their monthly gift. If they are currently at \$10/month we'll ask them to consider \$15, if at \$20 consider \$30. This strategy is a typical approach for sustainer programs. After this initial push, we'll return to donors with a request for increases alternating years.

Stewardship Component

- A. A Year of Thanks—Strategic Touches throughout the first year
 - a. Acknowledgement letter with personal thanks from Foundation staff
 - b. Personal Note from a Trustee after initial gift
 - c. Foundation Board handwritten acknowledgement
 - d. Student Follow Up message after first 3-6 months of participation
 - e. Annual year-end summary: stories demonstrating impact, photos of Champions and students
 - f. Annual reception hosted by President/Board of Trustees/Foundation Board
- B. Profiles of Impact Videos/Website (Monthly/Quarterly)
 - a. Monthly/Quarterly Communication to our campus donors
 - b. Show them what we're doing with their money
 - i. Specific examples of students who are benefiting directly from their support
 - ii. Specific Examples of programs that are enhanced by their involvement

New Employee Solicitation

Systematize this so it follows anything the college currently does for new employees.

1. Include Foundation info in New Employee Orientation Packet
2. Follow up with personal visit (or personal contact, email, phone, etc.) by a member of the Foundation staff (or campus champion) within first several months of employment.

Marketing/Promotional

We Are Mt. SAC

The students, faculty, staff, administrators and supporters are all part of the fabric that make up Mt. SAC. We each embody the spirit of the mission of Mt. SAC; providing opportunities for its students. We together are Mt. SAC. This theme offers great flexibility and we can utilize it to brand Faculty Staff Giving to the college over the next five + years. It also lends itself easily to Athletics, other team competitions as well as alumni engagement.

Department/Work Group Competition

We will “spark” competition between various divisions, departments and programs across the campus. We will offer prizes to the areas that show the highest percentages of participation.

Mt. SAC Foundation Mission

The Mt. San Antonio College Foundation is 501c(3) nonprofit organization that mobilizes financial and nonfinancial resources to support the Mt. SAC College program and enrich students’ learning environment and educational experience beyond the those achievable through regular funding sources.

Promotional Items

Joe Mountie magnet w/ slogan – for everyone

Joe Mountie stress ball w/ slogan – for all donors, any level (new and existing)

Camelbak maroon water bottle w/ slogan – for all PRD donors (new and existing)

Meet the Foundation

In an effort to educate the campus that the Mt. SAC Foundation's sole purpose is to support Mt. SAC, we want to introduce the team. Short bios will be listed online as well.

Bill Lambert, JD
Executive Director
wlambert@mtsac.edu
909-274-5438

Marisa Fierro, MSG
Director of Development
mnfierro@mtsac.edu
909-274-5401

Annette Barrantes
Advancement Services Specialist
abarrantes@mtsac.edu
909-274-5708

Detailed Timeline

Week 1: 4/4-4/11 Brainstorming and Homework. Create comprehensive list of FAQs that build the case, overcome objections to giving and answer logistical questions about how to give,

Topics to include:

- ✓ Who and what is the Mt. SAC Foundation
- ✓ Ability to choose designation
- ✓ Ways to give
- ✓ Overcoming Objections (attachment)

Week 2: 4/15-5/3 Identification and Outreach to Champions from each area;

- ✓ Representation across the campus
 - Senior Leadership
 - Managers
 - Classified Employees
 - Classified Senate
 - Union Support
 - Faculty
 - Academic Senate
 - Faculty Senate
 - Confidential Employees
- ✓ Be certain to recruit participation from among current PRD donors; enlist the support of others who will commit to giving to be sure all areas of the campus are represented

Week 3: 5/3 Present Plan to Cabinet; President announces his support of initiative by offering to match every gift that comes in during the campaign; begin the "Make Bill Pay" marketing phase that educates people about the match and encourages them to take advantage of the "limited time offer"

Week 4: 5/9 First Email solicitation to campus community; includes testimonials by three Champions (their motivation to give). Web page on Foundation site.

Week 5: 5/12 Second email solicitation. Introduce match and overall goal.

Week 6: 5/17 & 5/20 Third and fourth email solicitation.

Week 7: 5/25 Fifth email solicitation. Update toward goal. Table at Classys with information, giveaways and ability to make gift. Immediately following the awards ceremony the Foundation will host a reception for all current donors and anyone interested in signing up to support Mt. SAC.

Week 8: 5/31 Final email solicitation.