Not Just Another Brick in the Wall: Ideas for Constructing a Culture of Giving with Students and Young Alumni

NC STATE UNIVERSITY

KANSAS STATE UNIVERSITY

TOWSON UNIVERSITY

FRESNO STATE

V.E. Petrucci Library
The Libraries: NC State’s Competitive Advantage

- Student-focused values and projects:
  - Completing things on “Student-time”
  - Student Advisory Board
  - Book Sale
Reaching Students and Young Alumni

- Friends of the Library Student and Young Alumni Memberships
- Strategic Collaboration with the Alumni Association and Annual Giving offices
Penny Wars
Building the Pipeline: From Engagement to Donor in 6 months

Amazing Alumni - Wilson White, '03

This event has already happened.

When
March 5, 2015
3:00pm - 4:00pm

Where
Multimedia Seminar Center at the D. H. Hill Library
Room Number: 2131

Event Description
Wilson White (BS 2003 Engineering) will discuss his life and career after NC State, and how he went from working as a software developer to serving as public policy counsel at Google, where he advises on global policy implications of Android, Play and Google Glass and other wearable products. This program is part of the NCSU Libraries' Amazing Alumni series.

Google's Wilson White to Match Penny Wars Donations

In an effort to instill in students the spirit of giving, the Alumni Association Student Ambassador Program and the Student Philanthropy Committee are hosting Penny Wars during Homecoming week.

Thirteen spirit teams are competing to raise the most money for a campus entity of their choosing, and this year they selected the NCSU Libraries.

Additionally, Friends of the Library Board of Directors member Wilson White (BS 2003 Engineering) will be matching student donations up to $1,500.

White is Senior Counsel at Google Inc. in Mountain View, California, where he manages public policy outreach and advises on global policy implications.

He earned his B. S. degree, summa cum laude, in Computer Engineering from NC State, where he was a Park Scholar and served on the Student Senate. He earned his J. D. with honors from the University of North Carolina at Chapel Hill School of Law, where he served on the Editorial Board of the North Carolina Law Review and as President of the Black Law Students Association.

Wilson’s generous gift is a wonderful showing of support both for the NCSU Libraries and for this exciting new student effort. It ensures that the inaugural Penny Wars is a success and that students are educated and excited about giving back to the Libraries.

Wilson White (left) recently visited D. H. Hill as part of the Libraries' Amazing Alumni series.
Future goals and activities

- Young Alumni Council
- BookBot Naming Campaign
Presented by:

Darchelle Martin, Public Relations Officer and Libraries Student Ambassador Advisor
WHAT

- 25-30 Students on average. Once selected they serve 2 year terms.
- Just finished our third year of the program
- Advisory AND Advocacy
- Created with the intent that they would be involved in the Libraries’ philanthropic efforts now and in the future
HOW
HOW
WHY

“I don't think that I would know how intricate our library is if it weren't for the ambassador program. I have found out that there are a wide variety of types of librarians serving in various behind-the-scenes positions, I have seen parts of the library that many students don't know exist, and I have seen just how much effort the library puts into meeting the needs of students.”

--Jael
WHY

“I guess I have realized that while books are very important to libraries, libraries are about way more than just books. They are about online resources, and access to knowledge, and the physical space in which to create, and learn, and collaborate. “

--Katie
“Being an Ambassador has helped me recognize the impact of the libraries on students. Not only have I been able to see behind-the-scenes, but I have been given the incredible opportunity to realize just how much the librarians at K-State truly care about our experience as students. Before being an Ambassador, I never fully appreciated that this entire infrastructure exists solely for students just like me. “

--Abby
Creating a Culture of Giving through Gratitude at Towson University & Albert S. Cook Library
Paws for Thanks

Albert S. Cook Library thanks alumni, parents, faculty, staff, students, and friends of TU for their generous support. Come to Freedom Square to say thank you! #PawsforThanks

#100andBoldIGivingBack

I'm thankful for my scholarship and the Honors College!

-Thank you donors!

tuprosambassadors Love it!
30 Days of Thanks
“Silent gratitude isn’t much to anyone.”
– Gertrude Stein

In recognition of how your support has enriched our library, our university, and our students’ experience, we cordially invite you to attend

An Evening of Thanks

Wednesday, April 13, 2016 | 5:30pm–7:00pm
Towson University | Albert S. Cook Library
Special Collections & University Archives | Room 507

Brief Remarks from Grateful Students
Light Refreshments will be Served

Donor Thank You Video
71 views
MISSION

“To serve Fresno State, the grape, wine, and raisin industries, and the public through access to research and information promoting the understanding and development of the disciplines of viticulture and enology.”
Engagement

Ownership

Transparency
STUDENT CLUBS

- Governance
- Advocacy
- Hands
PAPA PETRUCCI VINEYARD 5K

- Student-run

- Takes advantage of local resources

- Were able to leverage funds raised to match additional funds
LOOKING FORWARD

- Students as peer ambassadors
- Student investment as an indicator of value
- Student involvement becomes young alumni involvement
Lessons Learned
Questions?