



# Paving the Way: Educating Students on Giving Back

BEREA COLLEGE  
STUDENT ALUMNI COUNCIL  
BEREA, KENTUCKY

# Your Presenters...

## Kelley Farley '18

SAC President

Economics major and Political  
Science minor



## Dani Graves '19

Student Philanthropy Chairperson

Communication major and Business  
Administration minor



# Berea College

- ▶ Established in 1855 by Reverend and abolitionist John G. Fee
- ▶ The first interracial and coeducational college in the South
- ▶ Student population: 1,600



# BEREA COLLEGE

- ▶ Tuition promise scholarship to every student
- ▶ The College admits only academically promising students, primarily from Appalachia, who have limited economic resources
- ▶ Learning, Labor, and Service



# A Little About Us: Student Alumni Council

- ▶ Encourage fellowship and social activity among the student body
- ▶ Assist the College's developmental efforts and promote fund raising within the Council
- ▶ Support the College's mission and the Great Commitments of Berea College

# A Little About Us: Student Alumni Council

- ▶ Committee structured council
- ▶ Executive leadership is President and Committee Chairs
- ▶ Must attend council and committee meetings as well as events hosted by Student Alumni Council
- ▶ Must be able to make a gift and become a Berea Patron



# Student Alumni Council: Committee Structure

- ▶ **Networking** - work to gain a meaningful partnership with alumni and campus organizations to bring together students and alumni with similar interests and career aspirations
- ▶ **Public Relations** - responsible for campus and public outreach and all advertisement of events sponsored by the council and committees
- ▶ **Student Philanthropy** - otherwise known as “Berea Patrons” seek to educate the student body on the importance of giving back as a student with a greater emphasis on stewardship

# Berea Patrons



- ▶ Est. 2013
- ▶ Student philanthropy group
- ▶ Peer to peer ask strategy
- ▶ Members give at least \$5.00 per fiscal year
- ▶ Berea Patrons help raise a \$2,500 per student gap that must be covered in order to provide a student with the tuition-free promise scholarship
- ▶ 2013-2014 Berea Patrons group placed second in the Generous U competition
- ▶ Berea Patrons has been presented at CASE District III and CASE ASAP Kentucky

# Berea Patrons Website



- ▶ Berea Patrons is a gift club that recognizes students who support the work of Berea College through one-time gifts or through each Labor Program paycheck.
- ▶ Membership is renewed on an annual basis, and all gifts from July 1 to June 30 count toward membership. These gifts go to the [Berea Fund](#), which supports everything that Berea is and does.
- ▶ [BECOME A PATRON TODAY](#) - Link to our giving form

# Berea Patrons Website

[www.berea.edu/student-philanthropy/bereapatrons](https://www.berea.edu/student-philanthropy/bereapatrons)



Join Berea Patrons - Stu... X

Secure | <https://www.berea.edu/student-philanthropy/joinbereapatrons/>

**Student Philanthropy**

## Join Berea Patrons

Give monthly from your labor earnings

Fill out the form below to make gifts with each check through the Labor Program.

**Your Name \***

First  Last

**Your Berea Email \***

**Your B# \***

**Your Residence Hall \***

**STUDENT PHILANTHROPY**

- Berea Patrons
- Berea's Funding
- Join Berea Patrons
- Berea Patrons Honor Roll
- Mountaineer Club
- Student Philanthropy

**ALUMNI HOME**

### Contact Info

**Office Location:**  
Alumni Relations, CPO 2203

**Phone:**  
859-985-3104

**Hours:**  
Mon. - Fri.: 8:00 am - 5:00 pm

**Berea Patrons Advisor:**  
Lisa Colletti-Jones  
(859) 985-3183

11:34 PM

Join Berea Patrons - Stu... X

Secure | <https://www.berea.edu/student-philanthropy/joinbereapatrons/>

**Date \***

**Phone**

By selecting an amount below, I authorize Berea College to designate my gift to the Berea Fund, and to continue my deduction until further notice. I understand that I may discontinue this agreement at any time by contacting Lisa Colletti-Jones, Coordinator of Student, Young Alumni and Volunteer Engagement Programs.

**Amount You Would Like to Give Each Check (required) \***

\$5

Other Amount (Enter amount in Field below)

**Why do you give to Berea College?**

Thank you for choosing to "Pave the Way" for fellow and future Bereans!

11:35 PM

# Berea Patrons Facebook

[www.facebook.com/BereaPatrons/](http://www.facebook.com/BereaPatrons/)



Public page where current and future Berea Patrons can go and learn about events, donor spotlights, and continue to be educated about giving.



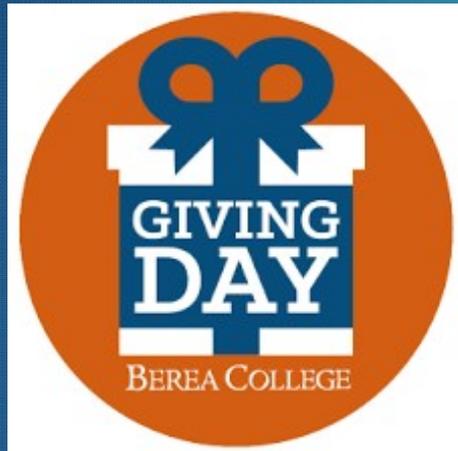
# Berea Patrons: How are we Successful?

- ▶ Peer to Peer education is key
- ▶ Plan student engagement events
- ▶ Advertise and market events
- ▶ Convenience of gift deduction
- ▶ Stewardship, stewardship, STEWARDSHIP



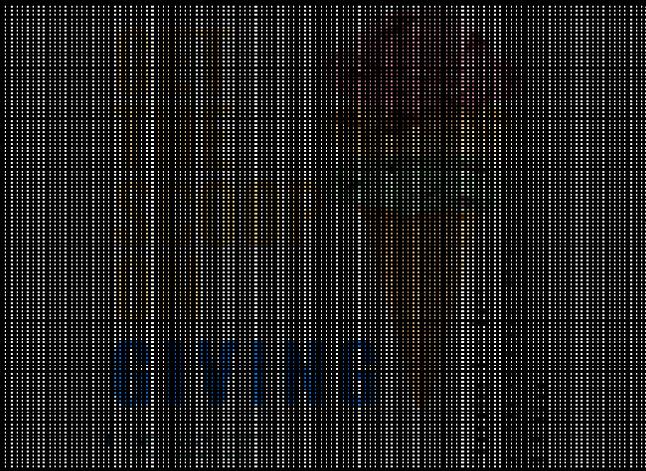
# When Do We Educate?

## Annual Kick Off Event



## During the Academic Year

- ▶ Tabling
- ▶ Seminars
- ▶ Class Challenges
- ▶ Events with TONS of food



STUDENT ALUMNI COUNCIL  
*presents*

BEREA PATRONS  
**FUNDING  
FAIR**

**FOOD, MUSIC, & GAMES**  
September 24th, 6-9pm  
FAIRCHILD LAWN

Pie Eating  
Contest  
Ring Toss  
S'mores  
Popcorn  
Cotton Candy

#PAVINGTHEWAY

f i t



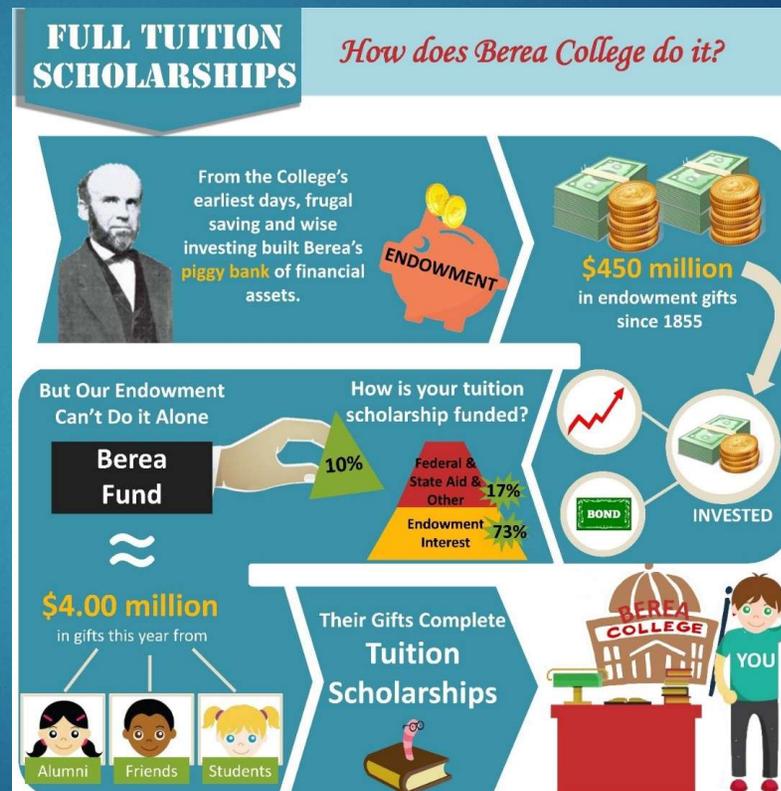
# Why Is It Important To Educate?

Students aren't aware of the impact others have made in order to receive their quality education

Doesn't matter the size of your school or if it's private or public

Education is important during the first year to cultivate a consecutive year donor

Once educated in school, students turn into informed alumni donors





# Budget:

## Thinking Outside The Box

- ▶ We attempted a \$30,000 goal on \$1,500
- ▶ IRS standards don't allow for big ticketed item giveaways
- ▶ Food is #1
- ▶ Word of mouth from current Berea Patrons
- ▶ Generous Alumni support

# Donors: You Upgrade To Maintain

- ▶ Each year, we lose about 180 donors to graduation
- ▶ First year class is about 450 students
- ▶ We must upgrade those giving less than \$5.00 a paycheck
- ▶ Class challenges
- ▶ Senior GradFEST increases dollar amounts from last two paychecks
- ▶ Be strategical – the more you have the harder it is to get donors

934



58% OF BEREAS  
COLLEGE'S STUDENT  
POPULATION

# How much have we raised?

Our goals increase every year.  
We are realistic in knowing we  
won't get 100%

But it doesn't mean that we  
can't strive for \$100,000 in the  
first 5 years!

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2013-14		<b>249</b> students gave <b>\$6,200</b>
2014-15		<b>527</b> students gave <b>\$10,552</b>
2015-16		<b>839</b> students gave <b>\$21,818</b>
2016-17		<b>934</b> students gave <b>\$27,459</b>

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Since 2013, the Berea Patrons raised  
**\$66,119**

# Questions?

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**Berea College SAC President**  
kelley\_farley@berea.edu

**Dani Graves**

**Student Philanthropy Chairperson**  
danielle\_graves@berea.edu

**Lisa Colletti-Jones**

**Coordinator of Student, Young Alumni, and  
Volunteer Engagement Programs**  
lisa\_colletti-jones@berea.edu