

Student Organization Fundraising

GW Annual Giving | giving@gwu.edu



WHO WE ARE

The Office of Alumni Relations and Annual Giving has tools and resources for student organizations to help fundraise and foster support for their cause. We can help groups share their message with the GW community and create a pipeline for budget-additive funding and donations year after year.

WHAT WE DO

We have many resources available for students to partner with our office to create clear and concise messaging, open communications to the larger GW community, and engage your audience through different social platforms.

WHY WORK WITH US

Our office tracks every donation that comes through our platforms; we record donor information, if they donate each year, and where they choose to designate their gifts. This process tracks essential information to help with future fundraising efforts, see trends in giving history, and ultimately aid in renewing support. Do most people make a one-time gift, or are they supporting your organization throughout the year? Donors are also guaranteed a tax-deductible gift receipt for every donation. When student groups work with outside organizations or non-GW platforms, the money raised is transferred in one lump sum and does not allow us to track individual donations to thank the donor, renew their gift next year, or offer tax receipts.

WHAT WE OFFER

We have three forms of fundraising that are facilitated by our office:

- Crowdfunding
- Senior Class Gift
- ThankView

We are also able to assist with other fundraising projects or ideas you may have! Reach out to our team at giving@gwu.edu.



Crowdfunding

[GW Raise](#) is our crowdfunding program. Through our platform [GiveCampus](#), we create digital campaigns with custom landing pages for fundraising that can be fun and engaging. These pages can be easily shared through social media, emails, and text messages. Our crowdfunding campaigns focus on specific projects that benefit the GW community directly. Are you planning on taking your members on a trip or a conference? Do you need new equipment or materials? If you have a specific project idea and a concrete fundraising goal, crowdfunding is an excellent tool to put your idea into action and support your student group.

We begin working on projects 3-5 months before launching the campaign to have all the needed materials and advocates ready to take the campaign live. If you think this may be the best resource for you, here is how to get started!

1. Identify a project that benefits the GW community
2. Outline and itemize how raised funds will be used
3. Identify the time frame of the campaign
4. Establish a realistic donor or dollar goal
5. Create a compelling story and message
6. Be ready to Produce an appealing video or other visuals
7. Develop a marketing plan and outreach strategy
8. Check out the GW Raise Policies and Procedure, [FAQs](#), and [Application Checklist](#)

Please contact Zhenya Yayloyan (raise@gwu.edu) for more information.

Senior Class Gift

The Senior Class Gift Campaign has been a tradition at GW for over 30 years. The program's focus is to bring each graduating senior class together around philanthropy, leave a lasting legacy and support the areas on campus that have meant the most to you throughout your time at GW. Donations from seniors is a great way to fundraise each year, and when donors start giving as a student, they continue to do so as alumni! By partnering with Senior Class Gift, your organization can build up a donor base and continue to engage with this audience each year. We can work with your student organization to connect with seniors and sponsor fundraising challenges and events to motivate seniors to give back to your group.

Please contact Sarah Jane Phillips (srclass@gwu.edu) for more information.



ThankView

ThankView is an email platform to engage with donors and thank them for their support. We also use [this platform](#) to thank donors for their gift to GW. We can create custom videos to send to donors through a personalized format. It is a great way to connect to a broader audience of donors and still have a meaningful and personalized message. If you are interested in ThankView, be sure to have some video ideas in mind before you reach out. A video is required to use this platform.

Please contact Sarah Jane Phillips (giving@gwu.edu) for more information.