

Berea College

2014
16

Berea Patrons

Fostering fellow and future Bereans

www.berea.edu/student-giving

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Mission

Berea Patrons was established in 2013 to recognize students' philanthropic gifts and desire to promote community while raising awareness for the critical role that gifts to the Berea Fund play in sustaining Berea's unique tuition-free policy. Our mission has four foci:

- **Educate and Raise Awareness:** educate students about Berea's funding and the importance of student and alumni giving.
- **Show Appreciation and Gratitude:** give students an opportunity to show appreciation and gratitude to alumni and friends that have paved the way for their education.
- **Give Back:** allow all students an opportunity to give back and create a habit of giving.
- **Steward:** recognize and thank our current student donors.

Structure

Berea Patrons is a student-led group that structures its programming around its mission. The actions and strategic planning of Berea Patrons group is directed by a steering committee comprised of Berea Ambassadors (the Alumni Relations student hospitality corps) and Student Government representatives. All members of the steering committee are current donors. A full-time Development staff member advises the work of the committee and participates in the committee's regular meetings.

The title of "Berea Patron" is given to any enrolled student who supports the work of Berea College through one-time or cumulative gifts of \$5 or more. Students typically make recurring gifts from their earnings through the College's Labor Program, a work-study program in which all students participate. Berea Patrons membership is renewed on an annual basis, and all gifts from July 1, 2013, to June 30, 2014, count toward membership.

Berea Patrons' gifts go to the Berea Fund, the College's annual fund. To maintain its tuition-free education, the College depends on endowment income as well as federal and state grants to replace approximately 90% of student tuition costs; gifts to the Berea Fund – which must equal about \$2,500 per student each year – cover the remainder.

Motivation

Berea College provides a full-tuition scholarship to each of its 1,600 students, all whom have great academic promise and limited financial resources. With tuition covered by the institution, students only pay what they can afford toward housing and food. Berea is only able to provide this opportunity through the financial support of alumni, friends, and students. Students are motivated to give to Berea because they want to ensure other students can have the same opportunity to learn and grow at Berea College.

Student giving is also the active response to the spirit of community that all Bereans share. Our College's commitment to learning, labor, and service calls our students to be stewards.

Students understand that they steward the College's future by giving selflessly and passionately in support of fellow and future students. Additionally, student giving is a method of showing thanks. Students give as an act of appreciation for the dedication of donors, alumni, faculty, staff, and the larger community that contributes to the rich student experience.

Strategies and Activities

To fulfill our mission each year, we will

- Host at least one event each semester that introduces Berea Patrons and educates students about Berea's funding.
- Provide at least two opportunities for students to show their appreciation and gratitude to alumni and friends that have paved the way for their education.
- Complete at least two giving campaigns.
- Complete at least one stewardship activity for current student donors.
- Partner with various organizations and campus departments.

For a complete list of 2013-14 activities, please see Appendix A.

Results

Within four months of establishing Berea Patrons, 137 student donors helped meet the ambitious year-long goal of raising \$2,500 to complete one student tuition. Several community members, including college officials, alumni, and fellow students, offered challenge gifts in support of the Berea Patrons' efforts. Having already met our initial goal of \$2,500 in student gifts, we now aim to raise an additional \$2,500 by June 30, 2014, to complete another student tuition scholarship.

The immediate success of Berea Patrons demonstrates that Berea students – even with their relatively limited resources – want to become active stakeholders in Berea's future *today*.

Budget

As a new program, our budget was minimal and experimental. Expenses incurred this year and opportunities we identify for future activities will inform the development of a permanent budget in the next fiscal year. As of March 2014, we have invested \$934 in Berea Patrons' efforts as part of our plan to spend approximately \$1,700 for the full year. Funds designated for Berea Patrons have supported two kick-off events, brochures, signage, information booths, and campus mailings.

For a detailed budget, please see Appendix B.

Sustainability Plan

As a student-led group, we aim to inspire a culture of philanthropy among our fellow students. For this culture to grow and thrive, we plan to focus on increasing the number of student donors and, subsequently, the dollars contributed by students each year. To increase participation in Berea Patrons, we will continue to execute promotional events and campaigns that center around educating and inspiring students. We also will utilize partnerships with other student clubs and organizations that will expand the reach of the Berea Patrons' mission. Finally, our commitment to stewardship and demonstrating the impact of student giving will help keep student donors engaged.

Fortunately, Berea Patrons has quickly earned the support and encouragement of College administrators. The work of Berea Patrons is also now a component of the Alumni Relations team's developing strategic plan for alumni engagement. As a result, the Berea Patrons will benefit from formalized, continued funding.

Lessons Learned

As a burgeoning initiative, every Berea Patrons effort has been a learning opportunity. We initially wondered if students would be interested in giving to the College since their resources are limited. We were pleasantly surprised by their appreciation for their education and their willingness to sacrifice what little resources they do have to be part of the student philanthropy movement.

As we reflect on our early success, one of our most important discoveries has been that enthusiasm and excitement are infectious; our community has positively responded to our passion for the program and joined in our efforts. Additionally, we believe that Berea Patrons has been successful because it is student-led. Peer-to-peer education and solicitation appears to be more effective than past efforts by college faculty and officials to encourage student giving. Finally, we have also learned that students are inspired in different ways and will give through various channels. They might give after attending events, after receiving mailings or emails, or once they're asked by a friend. This awareness will influence our approach next year because we can see value in providing a variety of ways for students to learn, give, and expand the circle of philanthropy.

APPENDIX A

2013-2014 Activities

September	October	November	December
<p>Fall Kick-Off Event We hosted an ice-cream social where students spoke about the importance of giving and introduced the Berea Patrons.</p> <p>Created website We created a website to provide information and also give students a way to make their gifts online.</p>	<p>Mountain Day Booth We hosted a booth at Mountain Day (annual fall celebration) where students could take photos and tell us why they love Berea, sign thank you cards for donors, and learn about Berea Patrons.</p>	<p>Homecoming Rally Run We hosted the Berea Fund Rally Run during Homecoming. The event was modeled after popular color runs. Students and alumni were doused with color while learning about Berea’s funding and the importance of giving back from signs placed along the run’s route.</p>	<p>Reception Berea College’s president, Lyle Roelofs, hosted a dessert reception for all Berea Patrons to thank them and celebrate reaching our mid-year goal.</p>
February	March	April	May
<p>Spring Kick-Off Event We hosted an event with student performers that gave students an opportunity to learn about Berea’s funding and give back.</p> <p>Labor Day booth Berea’s labor program hosts an annual event where students explore different labor departments on campus. Berea Patron’s hosted a booth where students could play a game related to Berea’s funding and win prizes. They also had an opportunity make a gift or to sign a card to thank a donor.</p>	<p>Convocation Presentation Students must attend 7 convocations (lectures, performances, symposia) every semester. We will work with the convocation committee to show an informational Berea Patrons presentation prior to one of the campus-wide convocations.</p> <p>Generous U Contest We will submit a video and essay for the Generous U contest.</p>	<p>5K Event We will co-sponsor a 5K run/walk event to help raise funds for Berea’s study abroad program.</p> <p>Berea Bash We will host a game during the Berea Bash, sponsored by the Campus Activities Board, where students can learn about Berea’s funding and Berea Patrons as well as win prizes.</p> <p>Cookout We will host a cookout to thank all of our Berea Patrons.</p>	<p>Graduation visual We will work with the graduation committee to have a Berea Patrons display at graduation.</p> <p>Honor Roll We will post an honor roll of all student donors.</p> <p>Program Evaluation We will evaluate the program and brainstorm new ideas for 2014-2015.</p>

APPENDIX B. projected
2013-14 Budget

Budget		
Current Fiscal Year 2013-2014		
	Current Expenses	Projected Future Expenses
Signage	\$79.50	
Fall Kick- Off Event	\$182.27	
Mountain Day Booth	\$16.41	
Food for Meetings	\$73.81	
Brochures	\$532.50	
Spring Kick- Off Events	\$50.00	\$300
Display board		\$100
Berea Bash Event		\$100
Mailing		\$0
Dinner for Berea Patrons		\$300
Subtotals	\$934.49	\$800.00
Total Expenses		\$1,734.49