

Colorado College City Champions Ways to Champion Annual Giving

A generous 57 percent of Colorado College's alumni have given to the *Achieving Our Vision* campaign since it began. If that many alumni gave *every year*, we'd have the alumni annual giving rate of 60 percent to which we aspired when creating the vision. The truth is that the rate, which used to hover around 30 percent, continues to decline each year.

Colorado College's **annual giving goals** continue to focus on:

- **increased participation** while **raising funds** to support current students;
- **donor retention and reactivation of lapsed donors**;
- **acquisition of new donors**; and
- **acknowledgement and engagement of donors** that leads to more **consistent giving**.

The college encourages alumni, parents and friends to make a **commensurate investment** in CC *annually* and to **invite others** to do the same!

City Champs can **help raise awareness** about the importance of giving by:

- Highlighting the **Tiger Paw**, which celebrates **three years of consecutive giving**.
- Launching city-to-city participation **challenges**, as Denver and Colorado Springs alumni undertook last year, or other challenges! Check out: www.CCChallenges.com
- Finding donors willing to create a **matching gift** initiative!
- Identifying **affinity groups** with a passion and engage them in efforts to increase participation!
- Helping with **reunions**! Check out: www.myCCreunion.com
- Engaging in **parent-to-parent fundraising**!
- Reminding **PC** and **1874 Society** donors of the importance of unrestricted giving and the value of **member-to-member recruitment**! Check out www.ColoradoCollege.edu/Giving
- Pursuing fundraising aimed at specific **projects that resonate locally**!
- Establishing **endowed professorships, scholarships, fellowships or paid internships**!
- **Hosting a faculty member** to discuss a topic of interest in your city!
- Volunteering time to **handwrite thank-you notes and/or make phone calls** at fiscal and calendar year-end.
- Emphasizing **gifts of any size for any purpose matter NOW** more than ever!

Staff in the annual giving office will help you brainstorm ways to champion the college in the development area, and will provide you with the tools you need to make it happen! For more information: check out www.ColoradoCollege.edu/Giving or call 1-800-782-6306, press #2, or contact Lisa Ellis at #719-389-6466 or lellis@ColoradoCollege.edu or Kelly Banet at #719-389-6753 or kelly.banet@ColoradoCollege.edu.

