



Day of Giving: Volunteer Toolkit

April 23, 2020

HOLLINS DAY OF GIVING

20/20

VISION

FOR THE FUTURE

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What is Day of Giving?

This year marks the 6th Day of Giving for Hollins, a 24-hour period in which we encourage our alumnae/i and supporters to celebrate our common bond in Hollins and invest in the vision for the future of Hollins. During these uncertain times, Day of Giving provides an opportunity for a “unifying celebration” in which we can all come together (virtually!) to reflect on our Hollins memories, connect with classmates, and make a gift to support our students who continue to study and engage with each other, even from afar.

Date: Join us on **April 23, 2020** to “lift Hollins higher!”

Goals: In honor of our founding year, we hope to raise \$184,200 from 875 supporters. Your gift will help to celebrate the past while supporting the vision for the future.

Match*: The first \$100,000 in gifts will be matched dollar-for-dollar thanks to a group of anonymous Trustees and supporters! DOUBLE your impact!

Please visit www.hollins.edu/dayofgiving2020 for additional information and resources.

** Only the amount of your personal contribution will be reflected in your class and reunion giving totals. Similarly, only the amount you personally contribute will be applied to an existing pledges.*

Why are we continuing with Day of Giving at this time?

In the midst of the public health crisis, the strength of the Hollins community has never been more evident. Our thoughts are with each of you as you adapt to the disruptions and financial impacts caused by the pandemic. While these are challenging circumstances for all of us and focus has shifted to address students’ most urgent needs, work at Hollins must continue. We remain dedicated to the pursuit of our mission, and upholding our mission requires resources. Securing support for the Hollins Fund, which represents 11% of the operating budget and provides significant scholarship support, remains critical, especially as we address unprecedented needs.

During these uncertain and isolating times, it is important to seek the positive and remain connected. Day of Giving provides an opportunity to celebrate the good that Hollins has cultivated in our lives and unify us around our common bond. Now more than ever, we must lean into the power of community and support one another. We recognize some may not be able to give, but we hope you still take time on Day of Giving to celebrate your Hollins memories and connect with classmates.

What gifts count?

Any **Hollins Fund*** cash gifts and pledge payments received on April 23 will count toward our Day of Giving total. If you received a solicitation mailing promoting Day of Giving and return your gift by April 23 using the form provided, it will also count toward our Day of Giving total. **And the first \$100,000 will be matched dollar-for-dollar!**

Pledges (including forthcoming employer matching gifts) and gifts-in-kind do not count.

+ Additional funds include: Hollins Fund General Scholarship, Women of Color Scholarship, Horizon Student Scholarship, Hollins Scholars Program

How to make your gift:

- Give online: hollins.edu/giveonline
- Call at **800-846-5371 (800-TINKER1)**

Please note: We will be in the office on Day of Giving to answer phone calls until 5 p.m. Prior to April 23, voicemail will be checked daily and calls will be returned within 1-2 business days.

- If you receive a mailing, return your gift with the giving form provided.
- **Mail a check**, payable to Hollins University:
Hollins University
7916 Williamson Road
Box 9629
Roanoke, VA 24020

All checks must be received by April 23, 2020.

Reasons to Give to the Hollins Fund

1. Now more than ever, we need the support of alumnae/i so that we can continue the pursuit of our mission and fund the programs that make Hollins distinctive for future students.
2. When you give to the Hollins Fund, your gift strengthens and helps transform the lives of students today.
3. The Hollins Fund provides a significant percentage of Hollins' operating budget – eleven percent – and is the critical difference in our ability to fulfill our educational mission by providing unrestricted dollars that enhance the student experience, primarily through scholarship support.
4. Gifts to the Hollins Fund make an immediate impact by providing opportunities for students to apply what they are learning in the classroom to real-world issues, developing skills that are essential to staying competitive in a global marketplace.

The Hollins Fund touches and enhances every aspect of the student experience, from the scholarships that make it possible for students to attend Hollins, to the hands-on learning experiences and academic innovations that make their Hollins education as distinctive as yours.

Fundraising Tip: Remember why you value your Hollins education and experience. Encourage those you speak with to do the same. Let them know that by giving to the Hollins Fund, they are ensuring today's students and future generations continue to benefit from the distinctive Hollins education.

Did you know? 100% of undergraduates received financial aid for the Fall 2019 incoming class. The average scholarship and grant aid to 2019 first years was \$34,700. Your gifts help make this possible!

Other ways to be a part of Day of Giving:

- Share your own Hollins memories, how Hollins “opened your eyes,” and your vision for the future of Hollins on social media!
- Encourage friends to join the fun by sharing, too!
- Call an old classmate to reconnect.
- Share our Day of Giving posts to spread awareness.
- Participate in social media challenges throughout the day.

TIPS FOR OUTREACH AND OVERCOMING OBJECTIONS

- **Encourage participation.** Hollins needs the continuous support of all alumnae to help reach our goal. Remind your fellow alumnae that “We’re all in this together.” Even a small gift can make a big impact.
- **“I already gave.”** First, thank those who have already made a contribution. Then, encourage them to consider a second “special gift” to be a part of Day of Giving.
- **“I cannot give due to the financial impact of the Coronavirus.”** Be sensitive and supportive. Let classmates know there are other ways to celebrate their Hollins connections on Day of Giving (see bottom left).
- **“I cannot afford to give because of (graduate school, new baby, retirement, new house).”** Alumnae participation is critical to Hollins' rankings and continued success. It also increases the value of your degree. Your gift, no matter the amount, is extremely important. *(Consider asking for a gift in the amount of your class year. Ex. Class of 1990: \$19.90 or \$190.00)*

TENTATIVE COMMUNICATIONS SCHEDULE

Friday, April 3: Email from vice president for external relations, Suzy Mink '74

****Mailing** to select audiences will arrive in homes the week of April 6.

Tuesday, April 7: Social Media

Thursday, April 9: Social Media (video)

Tuesday, April 14: Social Media (video) and “Save the Date” Email

Friday, April 1: Social Media

Monday, April 20: Social Media (video) and Email reminder

Wednesday, April 22: Social Media and Email (Tomorrow!)

Thursday, April 23: DAY OF GIVING!
Multiple Social Media posts and Emails

How to Ask



Phone

Personal contact through calling is the most effective way (other than in person) to raise money. Talk to your classmates about their experiences at Hollins to build rapport before discussing the importance of giving and asking for their Day of Giving gift. Direct classmates to give online at www.hollins.edu/giveonline. If you leave a message, be sure to follow up in a few days.



Email

We encourage personal emails to individuals to connect and ask for Day of Giving gifts. Consult the communications calendar on the next page to see when Hollins is sending emails. One easy way to add a personal touch is to forward the Hollins email with your own note encouraging participation. We recommend using the “bcc” field when sending to multiple recipients.

Suggested Copy:

Be sure to make your emails personal and in your own voice. The suggested copy below contains the important details (and suggests forwarding an email from Hollins), but feel free to get creative!

Hi, *Name!* Check out this email I just received from Hollins about Day of Giving. This is a great time to make your Hollins Fund gift since the first \$100,000 will be DOUBLED!

I know these are uncertain times and everyone is impacted differently, so if you cannot give right now, I hope you will still use Day of Giving to reflect on our memories from Hollins and connect with former classmates. We all need some happiness and connection right now, don't you think?

If you are able to make a gift, I hope you'll join me by giving on Day of Giving – every gift makes a difference and what's most important is participation! Now more than ever, Hollins needs us to help ensure the one-of-a-kind experience we enjoyed is available to students for years to come. Visit hollins.edu/dayofgiving2020 to learn more and make your gift 😊



Social Media

You are encouraged to serve as a social media ambassador for Day of Giving by sharing posts and posting on your class Facebook page or other Hollins pages/groups. You can share or re-Tweet content Hollins posts or post your own original content!

“**Taglines**” Vision for the Future. Lift Hollins Higher.

Use the hashtags: #hollinsdayofgiving and #hollins2020vision when you post.

Profile Pic Visit www.hollins.edu/dayofgiving2020 to download a special #hollinsdayofgiving image to use as your profile picture.

Tag your friends: Grab your friends' attention by tagging them in your posts and sharing throwback photos from your time on campus when promoting the #hollinsdayofgiving.

Remember to direct friends to
www.hollins.edu/dayofgiving2020