

# Tips for fundraising for your network

Giving to a network is an option for Carnegie Mellon University Tartans in your community to support the university and your events. Supporters can include alumni, parents, family and friends. Below, we have provided a number of ways for you and your leadership team to ask for gifts as you plan for future events. A giving link is built into your network's [engage.cmu.edu page](https://engage.cmu.edu/page), and you can share that link or ask for gifts in all that you do.

NOTE: Please be sure that you are clearly asking on behalf of your network and NOT Carnegie Mellon University.

## Network Volunteer Annual Gift

The annual gift starts with YOU. As a volunteer with the university, we ask that you make a gift once a year to any CMU fund that matters most to you. If you make a gift to the network, your gift counts as a gift to the university and goes directly into the network account. A gift from each volunteer could cover the cost of appetizers or pizza at a network planning meeting.

## Event Giving Options

### Event Registration Landing Page Text Samples

Share exactly how a gift is used within the network:

- A gift made when you register for this event allows us to decrease the cost of a ticket for a current student or recent alum and bring them into our local Carnegie Mellon community
- Your gift of \$500, \$50 or even \$5 makes an impact on our network because it allows us to plan free events for you and your fellow Tartans.
- As you register for this event, you may also make a financial contribution directly to the network. Your gift supports our local Tartan community AND counts towards your annual gift to the university.

### Email Samples

We recommend following up each event with a thank you email. In that email, you can include any photos from the event but also language to support giving to the network:

If you enjoyed this event, please consider \*making a gift\* (add your giving link here) to the network, so that we can continue to host more events like this for our alumni, parents and friends in the region. Feel free to contact me, if you have questions about the event or the network, are interested in volunteering or have event ideas you would like to see in the future.

### Social Media

Use your social media accounts to make additional impacts on your community members. Focus on specific days, like Giving CMU Day, Andrew Carnegie's birthday, Andrew Mellon's birthday, etc. You may find more connections and constituents via LinkedIn and Instagram than Facebook and Twitter, but it's good to share the information on all of the platforms with tailored visuals/language.

### Local businesses/organizations and corporate sponsorships

Connecting with local businesses and organizations provides you with good will in your community and the opportunity to ask for local support for your events. Whether you connect with an area bar or restaurant or a larger corporation or organization, any and all support will benefit the network. In-kind gifts such as event space, catering, giveaways, entertainment and other support will help limit the expenses of any event. These businesses may then be eligible for deductions for tax purposes.

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Additionally, you should work with your staff partner to see if there are any connections in the alumni business directory or CMUiverse that may have an interest in your event. These options are a great way for the external organizations to support the activity and engagement of the network in the local community.

## Signature Events

An annual signature event is a great way to showcase Carnegie Mellon University and your network. With this event comes an opportunity to solicit funds and showcase local businesses or alumni in your network area. For specific events like a summer welcome picnic, you can use the funds to make sure the students and their families are free. Another suggestion is to cover the fee for young alumni to attend an event hosted by the network.

## Matching Gifts

Many companies sponsor matching gift programs and will match contributions made to CMU by their employees. Some companies also may match gifts made by retirees, board members and/or spouses or partners.

If your employer offers a matching gift program, please request a matching gift form from your employer and send it, completed and signed, with or following your gift.

## The Peer-to-Peer Ask

- Establish a relationship
- Make them comfortable
- Practice your conversation
- Be genuine, direct and specific
- Don't anticipate a no, but don't expect a yes
- Execute the transaction easily
- Say thank you again and again

## Peer-to-Peer Conversation Starters

Connect with someone that has attended multiple events:

- If you don't ask for gifts, ask for time

Make it personal:

- What is your experience?
- Why is it important?
- Who does it impact?

Use specific words:

- Their name
- You
- Because...

Give specific examples:

- "Making a gift to CMU each year impacts our rankings against other universities, and I want our degrees to continue to open doors for all alumni."
- "I make a gift to the network each year because I want to support our community and organize events that our fellow Tartans want to attend."
- "This event grows our community each year, and we like to use local businesses like yours to support the event."

Make it brief:

5WH - Who, what, where, when, why and how