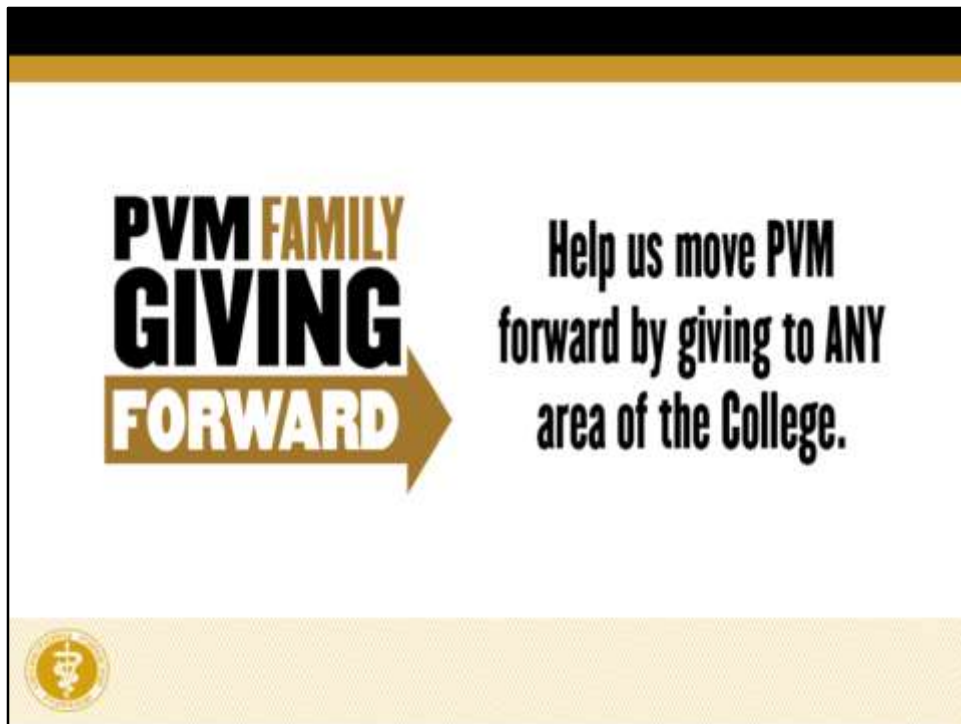


Purdue University
College of Veterinary Medicine

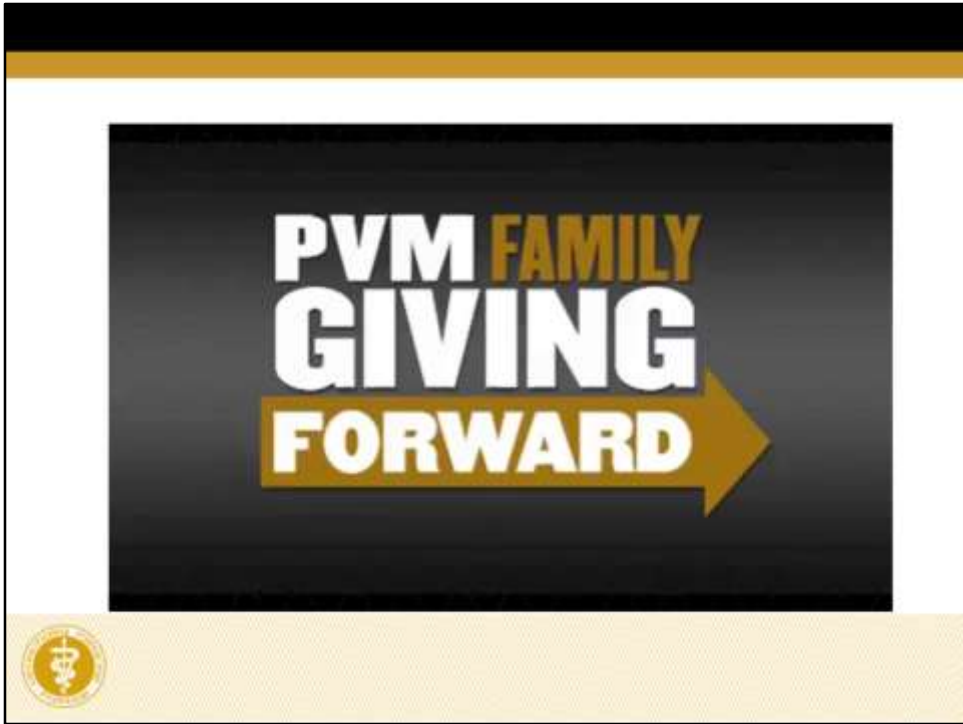
Faculty and Staff Giving

AVAP Conference – July 2013





First faculty & staff campaign in the history of the College
Created campaign materials, sent out solicitation letter from Dir of Advancement, website, Vet Gazette e-newsletter and email blasts
Recruited 10 committee members from each dept/rep from diff areas to be cheerleaders for PVM Giving Campaign
Launched campaign November 15 – December 31 – good for year end gifts. Main giving vehicle was through payroll deduction.



One committee member's testimonial

STORY TIME...



Purdue University announced the Indiana Challenge Match – create an endowed scholarship for half price and University to match, plus 10% bonus if paid all at once
Faculty Member made a \$25K cash gift, University matched 1:1 plus 10% bonus – in memory of his late wife
Scholarship will support the strategic enrollment needs of the College with a focus on diversity

OUTCOMES

- 47 faculty & staff participated
(13% of employee base)
- 22 gifts via payroll deduction
- 25 one-time gifts
- Raised over \$34,600 (includes endowed scholarship)
- Successful “guinea pig” for University, helped create processes and system for upcoming Purdue employee giving program



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