



**2023
NASPA
SYMPOSIUM ON
MILITARY-CONNECTED
STUDENTS**

**Veteran Services 201:
*Sustaining & Expanding Programs Through Development***



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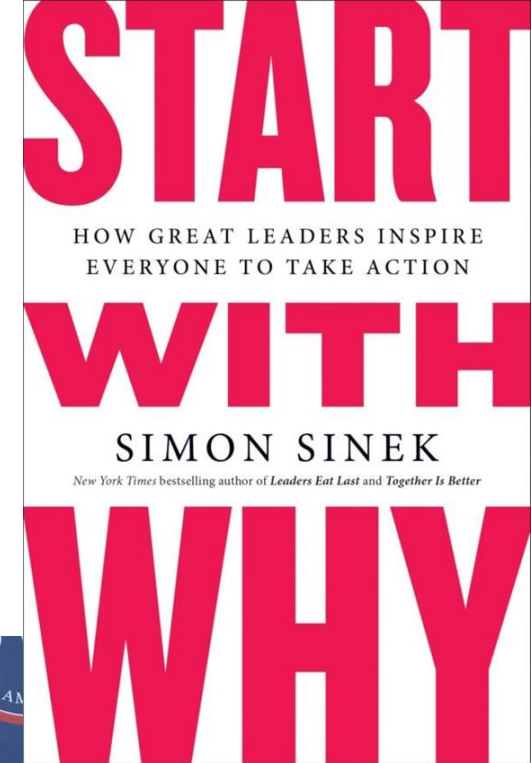
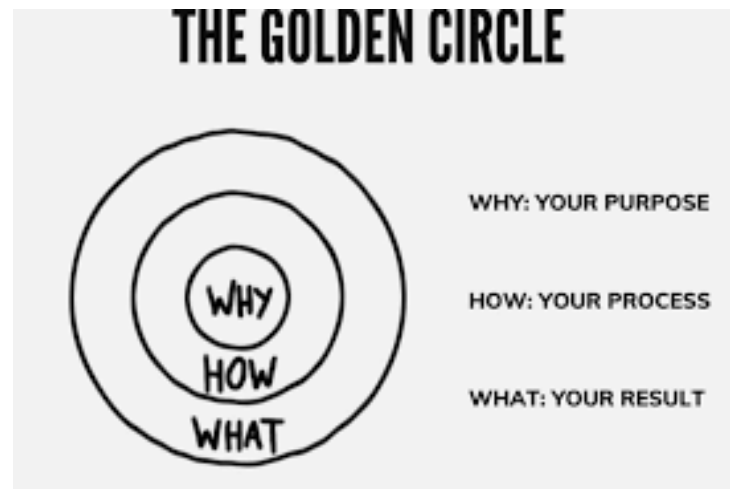
So...Where do we start?

WHY does your veteran office exist?

*"People don't buy WHAT you do;
they buy WHY you do it!"*

Simon's video:

https://youtu.be/u4ZoJKF_VuA

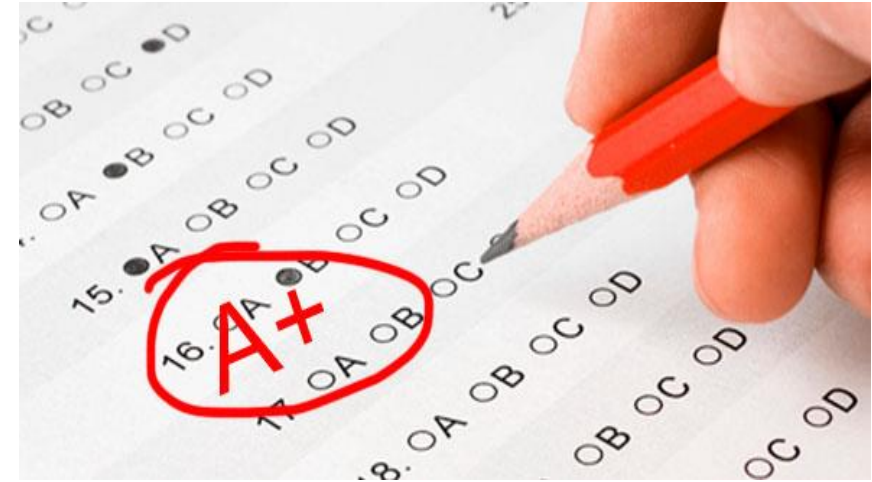


OUTLINE & OUTCOMES:

- Based on YOUR Programs...Learn to create/enhance a veteran development program.
- Understanding the case for philanthropy in higher ed.
- Explore/discuss development techniques & processes.
 - Identify things you MUST know: Case, Cohort, Donor Pool, Gift Types, Gift Methods, & the Donor Engagement Process.
- Recognizing the Role of Data (How it can change conversations with donors).
- Leveraging a Development Officer
 - (Aligning donor passion with program priorities/needs to maximize impact).
- Issues, Challenges & Tactics
- Explore/Discuss “12 Tips for Fundraising/Resourcing Success.”
- Putting It All Together (Prac App & The Power of Video)
- Questions, Discussion, & Future Opportunity

Quiz

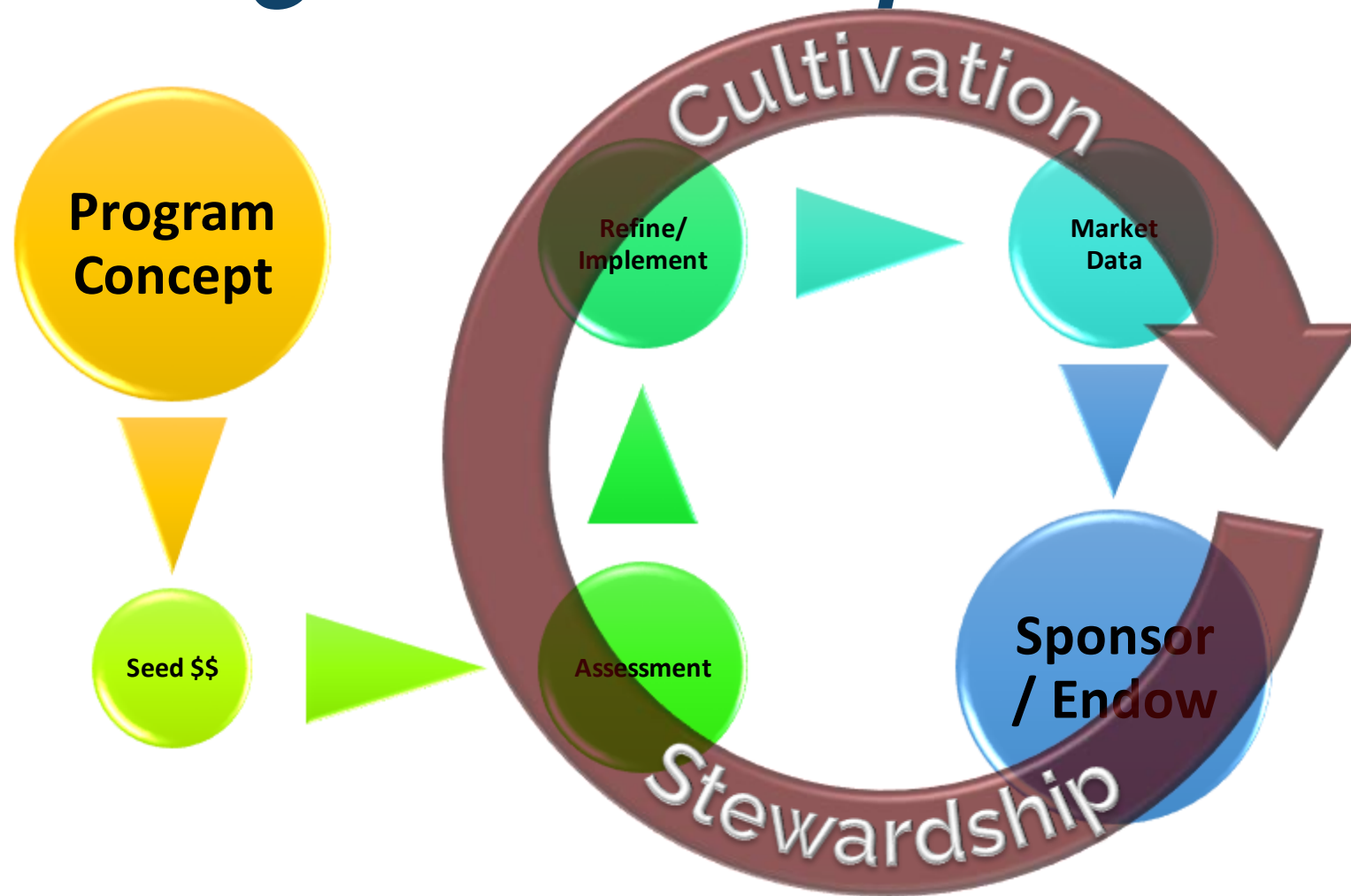
1. T/F: Our campus veteran office has more money than we need!
2. List your top 3 Student Veteran support programs.
3. Which of these programs cost the most each year?
4. Which program has the highest ROI?
5. Which of these programs do you need to grow the most?
6. What is the greatest student veteran need on your campus?



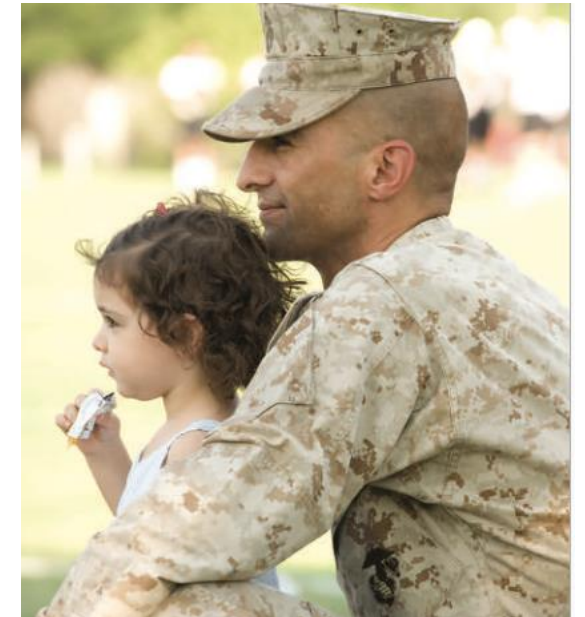
Tell us your
program story



Building Endurance: *Program Development*



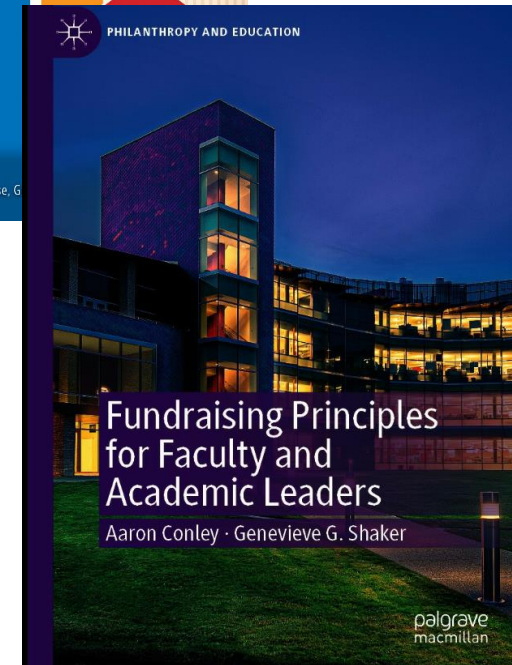
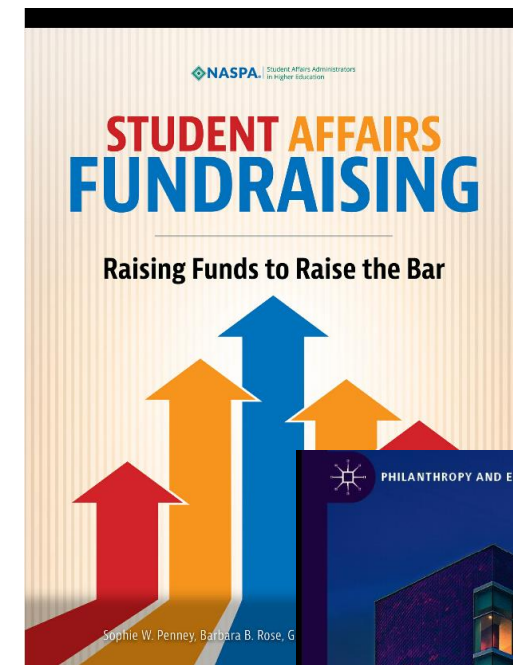
CASE STUDY:
**Student Aggie Veteran
Enhancement (SAVE) Fund**



The Case for Philanthropy

- **2021: Total Giving \$52.9B (Up \$6.9B from 2020)**
 - Alumni: \$5.7B
 - Corporations: \$7.0B
 - Foundations: \$17.5B
 - Other Organizations: \$7.3B
 - Non-Alumni Individuals: \$8.8B
- "Unrestricted contributions, while they represent only 7.4% of contributions to survey respondents, increased 30.2%, which is an unprecedented level of growth for this type of donation."
- Published in "Voluntary Support of Education Key Findings, 2020-21" by CASE

Inherent Advantage = The most easily obtainable institutional "sweet spot," where donors, donation type(s), needs, & strengths naturally converge.





**Tell us YOUR
DONOR story
(success/fail)**



Things to Know: *Articulating Your Case*

Truths:

- The American military remains the most trusted institution in America...but trust in higher education is eroding.
- Americans will “support” veterans BUT for a variety of reasons: patriotism; its ‘socially acceptable’; guilt; service of family members

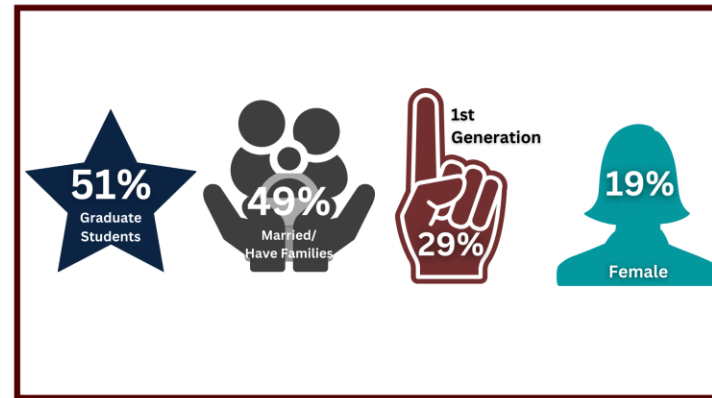
Questions:

1. Why is it good for veterans to go to college?
2. Why is it good for your college/university to have students who are veterans?
3. What resources do you need to enable their success?
 - Aka what are your “requirements”?
 - Scholarships? Programs? Facilities?
4. But...don't all veterans have the G.I. Bill?

Things to Know: *Your Cohort*

Why are they different?

- Total number of student veterans? Total number of dependents?
- Average age?
- % transfer students?
- % grad/professional students?
- % married/have families?
- % seen combat/been deployed?
- % females? 1st Generation?
- Number and percentage that are still serving?
 - Active-duty, Guard, Reserves
 - Activated?
- What colleges/departments/majors have “clusters” of veterans?



Things to Know: *Your Donors (think EVERYONE!)*

- Alumni
- Corporate Matching Gifts
- Veteran & Community Organizations
- Grants/Foundations
- Employers
- Other Non-Profits
- Campus Offices/Departments
- Athletic Department
- Current Students
- ❖ Recent Student Veteran Grads



Things to Know:

Potential Gift Sources (think EVERYTHING!)



- Not all donations (and ways to give) are the same: pass-through, endowed, cash/check, securities, wire transfer, planned gift, gift in kind, etc.

- \$\$ for Scholarships/Programs
- Consumables: Gift Cards, Event Tickets, Food, Clothing, etc.
- Stuff (gifts-in-kind) : Computers, Furniture, Opportunities & Experiences,
- Re-Usable: Books, Supplies, Graduation Robes
- ****\$\$ for all of the above**



Things to Know: *Gift Types / Methods*



Pass-through



Cash / Check



Endowments



Payroll
Deduction



Planned Gifts



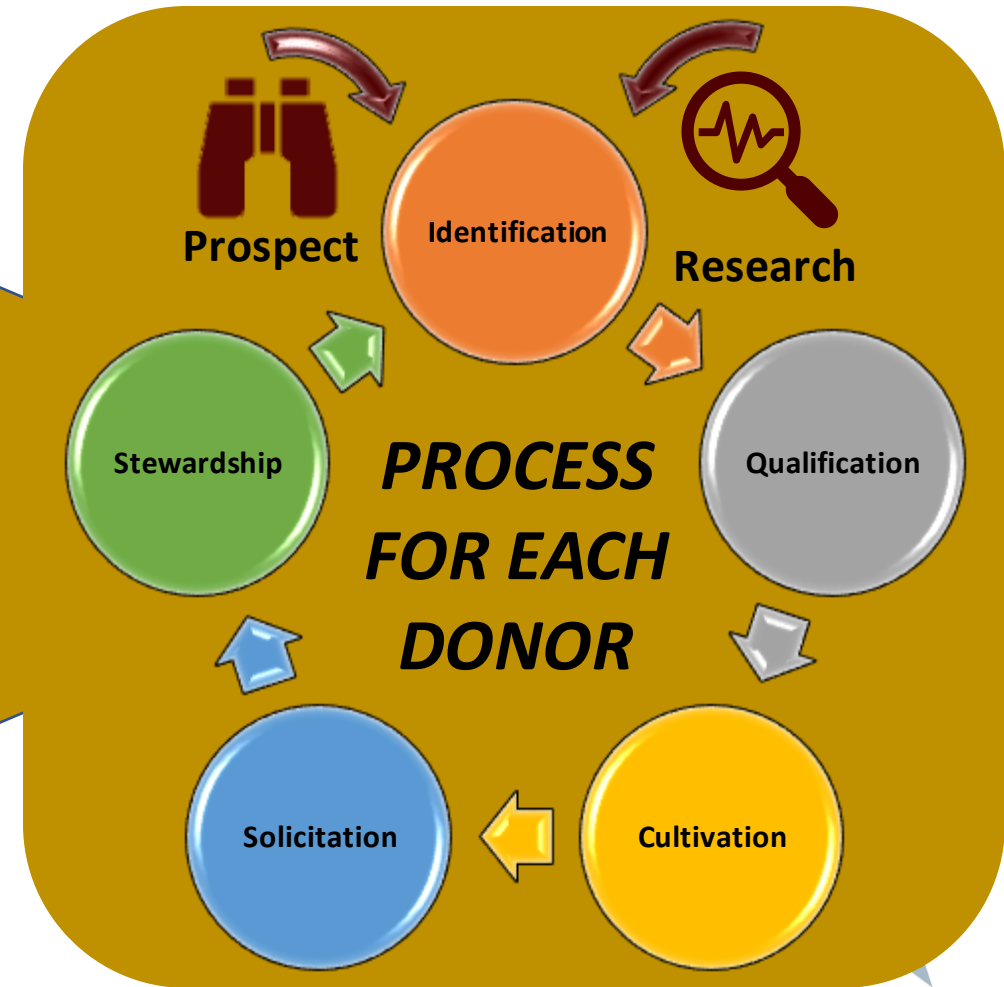
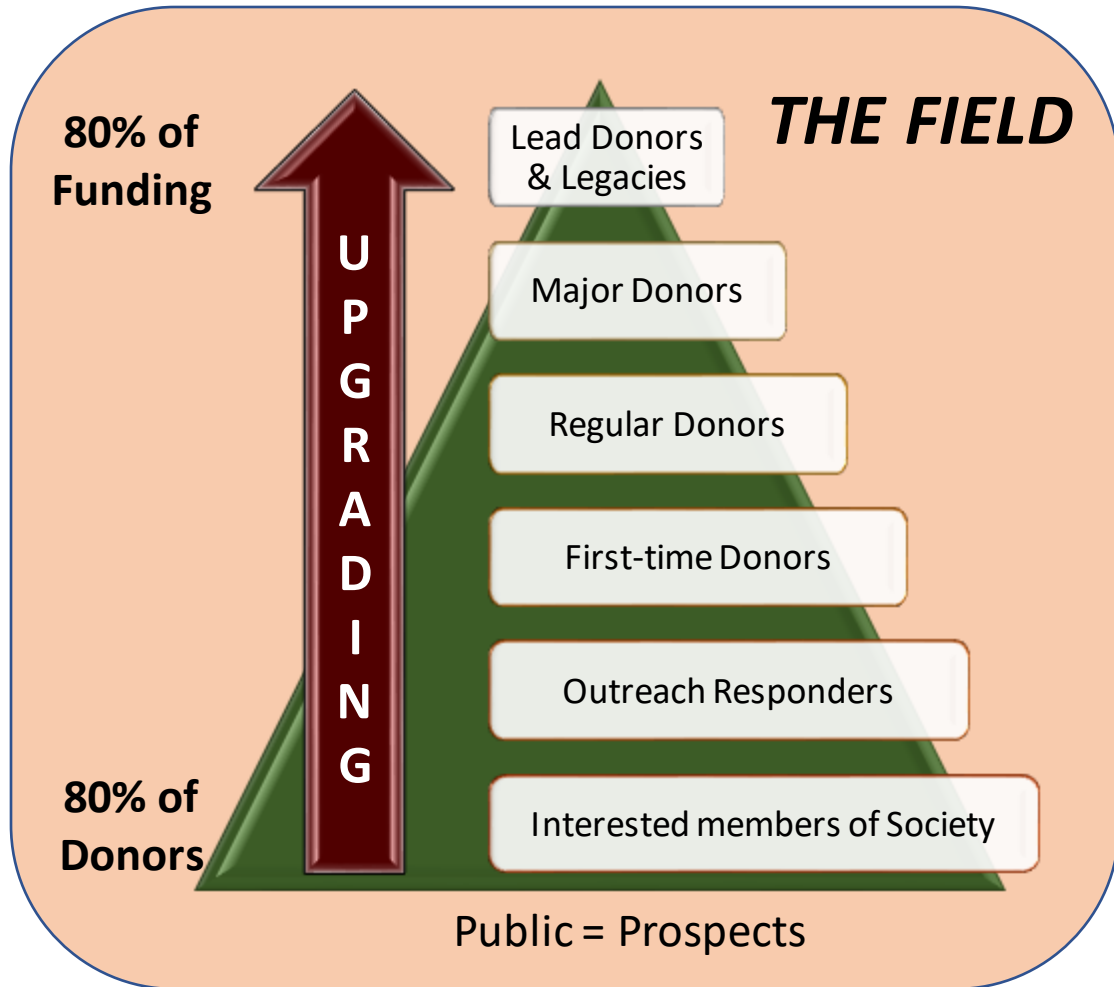
Online



Crowdsourcing

The easier you make it for the donor (i.e., the process and the forms)...
the more likely they are to give!

Things to know: *The Donor Engagement Process*



Change the Conversation...

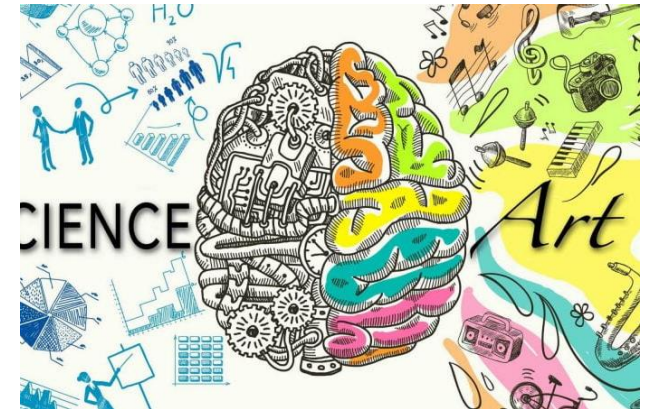
- Typical Approach =
“It’s the RIGHT thing to do!”
- Tends to be “challenge” & deficit focused
- Lost opportunities/years, Disability, Transition & Family Challenges, Combat, etc.
- Focused on the past
- Metrics of sacrifice & service
- Emotional appeal that will “get you in the door...”



- Alternate Approach =
“It’s the SMART thing to do!”
- Should be “strengths” focused
- New Opportunities & Service, Leadership Potential, Partnerships for Impact, etc.
- Focused on the Future
- Metrics of success & potential
- Practical appeal to “seal the deal...”

Leveraging the Professional: *Development Officers*

1. There is both an **art and science** to successful philanthropy/development.
2. Development **does not equal** fundraising.
3. Development is **focused on relationships**...not transactional in nature.
4. Successful development **requires a 'synergy'** between the Division /Department and the fundraising staff.
5. This includes a **sharing of trusted information** like budgets, priorities, goals, donor's capacity, etc.
6. Development Officers are the 'conduit' between the **SMEs in academia and the donor's passions**.
 - You want your fundraising staff to be an **advocate** for your students and programs!



Issues, Challenges & Tactics

1. Generating new leads (i.e., prospecting)

- There is no 'college' of veterans.
- How do you determine or measure patriotism in a potential donor?
- Veterans may not have the means to give to other veterans.

2. Donors often honor a family member's service.

3. Opportunities with corporate donors.

- Access to students.
- Return on investment...measuring and communicating.

4. 'Marketing' success

- "People give to people not programs"
- Social media, Newsletters, Videos (YouTube & ThankView).
- Internal & external stakeholders.
- Train & Use students to tell their stories.

5. Who are the "champions" of veterans on campus? In your local community?

6. Leverage your principal donors & their networks.

7. Stewardship, Stewardship, Stewardship!

12 Tips to Fundraising Success

1. Always have a 'menu' of your programs ready for the donor ... *with impact* for each
2. Build a relationship with your university development officer
3. Learn the fundamentals of Development ... what you don't know may limit effectiveness (or drive away a good donor!)
4. Never 'under-ask' or 'under-estimate'
5. Make sure your intent matches the donor's understanding
6. It's more than telling good stories; learn how to leverage impact!
7. Don't 'sell your soul' for any donation

12 Tips to Fundraising Success

8. Stay in your lane – NEVER poach donors!
9. Data – learn how to speak in terms of impact and ROI
10. It's all about relationships – Thank You notes, Recognition, Events
11. Become an Accountant ... maintaining a donor ledger and gift tracker builds trust, with your donors, leadership, and students
12. “Good timing is invisible. Bad timing sticks out a mile.”
– Tony Corinda

Have patience without losing touch

Be persistent but not pushy

Show passion to build passion

Putting it into practice...

- **Groups of 3**
 - Staff Member, Donor & Observer
- **Take 2 minutes to "make your pitch"**
- **Rotate Roles**
- **"Make the Ask" for a program that you listed in your quiz**
- **Leverage at least 2 of these:**
 - Student need
 - Data, Impact or ROI
 - Donor Passion
 - Your "WHY"
 - Right Thing vs. Smart Thing
 - Alternate type of gift
 - Increasing program/college costs



The Desired Result...Fulfilling the "WHY!"





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**QUESTIONS, DISCUSSION,
&
FUTURE OPPORTUNITY**

Back to where we started...

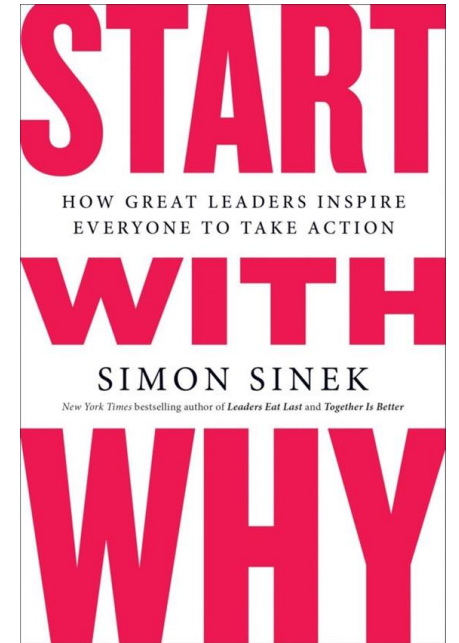
WHY does your veteran office exist?

WHY – We believe in leading fundamental change to transform & sustain Texas A&M University as “the Destination of Choice” for student veteran success. We exist to *Serve Well Those Who Have Served*, to maximize their leadership potential for future service to our state, nation, & world.

HOW – We combine our “Application to Vocation Support Model” with innovative collaboration that proactively creates uniquely tailored programs, resources, & best practices that embody our Aggie Core Values.

WHAT – We create fantastic opportunities for student veteran success!

WHO – We rely on the generosity of our Aggie Family and continually expand our network of campus, community, & corporate partners!



"People don't buy WHAT you do; they buy WHY you do it!"