Hawk Hatch Project Guide

The Office of Annual Giving will:

1. Email targeted solicitable alumni group at least once during the campaign.
2. Link to Hawk Hatch page on alumni and fundraising emails and advertisements as appropriate during the campaign.
3. Promote the overall program whenever possible.
4. Manage all transactions and gift processing.
5. Update the progress to goal weekly on the Hawk Hatch page.
6. Generate reports on donors as requested (a minimum of two weeks’ notice must be given for report requests)
7. Provide postcards for personalized mailing
8. Provide guide for student participants’ social media posts
9. Organize student calling night (a minimum of one month notice must be given)
10. Thank donors via the Office of University Advancement’s stewardship process
11. Assist with organizing personalized thank-you email following the end of the fundraising period.

Students/Project Advisors will:

1. Provide content for webpage
   Project description: Describe what you need and why you need it now. Please break down the costs into smaller portions to show the impact of all donation amounts. Your goal may be $3,000 for a music library but $8 buys staff paper/blank sheet music and $35 buys a complete score.
   Links: Provide links to project site or project online photo album.
   Photos/video: Multimedia is helpful for promotions. Please provide at least two photos.
   Project goal: Recommend no more than $3,000, but we will consider all amounts.

2. Be your project’s biggest promoter
   You (and your project team) are the best advocates for your project. Your active involvement will ensure that the project becomes fully funded. Reach out to your friends and family for donations and encourage them to share the opportunity with their networks. Our office will provide postcards which can be personalized.
Create online buzz for your project through social media and email:
  • Post a link on your website
  • Tweet and post about your project’s progress
  • Send to your personal contacts, encourage forwarding

3. Thank your donors
The Advancement staff will thank donors through the regular stewardship process, but you should also consider personally thanking your donors to ensure further success.

We will organize a thank-you email at the end of the campaign from your project group. This will include results of fundraising efforts and status of your project, and will come from a student participant or the project team leader.