

Kaitlyn Ernst, Student Alumni Association Secretary
Jessica Souto, Student Alumni Association Member
Jessica Finkel, Student Alumni Association Member
Meghan Fischer, Student Alumni Association Member
Erin Swietlik, Assistant Director for the Annual Fund, Student Alumni Association Advisor
Gary Massa, Vice President, University Relations

X

Kaitlyn Ernst
Student Alumni Association Secretary

X

Jessica Souto
Student Alumni Association Member

X

Jessica Finkel
Student Alumni Association Member

X

Meghan Fischer
Student Alumni Association Member

X

Erin Swietlik
Student Alumni Association Advisor

X

Gary Massa
Vice President, University Relations

**Tuition Runs Out Day 2011
Proposal for Women of Excellence Grant**

Tuition Runs Out Day 2011

Total amount requested: \$9,290.00

Proposal abstract: For the past three years, Tuition Runs Out Day has served as Xavier University's Student Alumni Association's signature event. With a mission of educating students on the vitality of alumni support and the impact that it plays on their everyday Xavier experience, SAA has organized passive and active programming throughout the school year culminating in an all-day event for the student body every spring since 2008. In hopes of continuing and growing its tradition of excellent student philanthropy programming, SAA is seeking a sponsor for its next event in the spring of 2011. Please see the following pages for our complete proposal. Thank you in advance for your time and consideration.

Proposed Budget:

Tuition Runs Out Day 2011		
Marketing Initiatives		
Item	Quantity	Cost
Campus Signage-Large	20	\$300
Campus Signage-Small	150	\$150
Newswire Advertisements	4	\$2,000
Thank-you postcards	500	\$200
Postage	500	\$140
T-shirts	500	\$2,500
Subtotal		\$5,290.00
Food & Entertainment		
Catering	500	\$4,000
Entertainment	---	---
Subtotal		\$4,000.00
Total		\$9,290.00

Costs are estimated based on the expenses from Tuition Runs Out Day 2010. Please see appendix for marketing samples.

Narrative:

- a) Tuition Runs Out Day (TROD) provides Xavier University (XU) students with a program that is not only fun and entertaining, but also serves to educate students about how important alumni gifts are to our university, and encourages them to return the favor by giving back to the next generation of XU students. This is closely aligned with the mission of the Women of Excellence Giving Circle (WOX GC), which provides funds for projects that “enrich the lives of students at Xavier University.” Through the continued expansion of TROD at XU, we will be able to enrich the lives of current students, and by encouraging them to contribute to XU’s success upon graduation, we will also be impacting XU students in the future. Additionally, we hope that through the help of the WOX GC, TROD will help to inspire more female students at XU to join the WOX GC upon graduating.
- b) TROD is an excellent embodiment of XU’s mission. The mission of TROD is to focus on building awareness about alumni donations and the importance of giving back to the XU community when the current students become alumni. Creating this awareness amongst current students will provide a pathway for giving back and providing service to the XU community in the future. TROD allows students to become informed on how alumni donations help not only them, but also the school as a whole. XU’s mission is to “engage students... toward lives of solidarity, service, and success.” TROD is the beginning of empowering students to give back to the XU community and help future generations of students.
- c) TROD has grown in popularity on campus over the years. Passive events starting in the fall semester begin educating the students about TROD’s message as an opportunity to learn about how their education is supplemented by alumni support culminates in an active event in the spring. As the event grows, the Student Alumni Association (SAA) is lacking the budget dollars to fund all the activities for the occasion. Through a sponsorship from WOX, we will be able to widen the reach of the TROD experience. Primarily we will be able to enhance our marketing efforts for both the passive and active components of the program. Our program has been strengthened by unifying our marketing to create a distinctive logo that students can connect with TROD. The established ‘price tag’ logo combined with the yellow and blue colors provide a consistency that ties the program together. Lacking that consistency weakened the passive event of the fall 2009 semester. A collage of alumni donated gifts was created in the stairwell of the Gallagher Student Center and promoted the importance of alumni support. However, it’s disconnect from other TROD marketing failed to generate awareness of the correlation between alumni donations and the message of TROD. With funding, the passive display could add to the cohesiveness of the TROD message and be a stronger marketing and educational tool in future programming.

Finally, a sponsorship from WOX would enable SAA to increase the number of t-shirts given to students. The t-shirts that are given to students are important to our event because it serves as an ongoing marketing tactic and an education tool because students read what the shirt says anytime one is worn across campus. Students wear XU shirts to class and around campus throughout the year, so with more TROD shirts they are still sporting XU gear while giving a message to their classmates even after the TROD event. By increasing the number, the chance that students will run into one of our shirts and its message on a daily basis also increases. Students wearing the message of ‘giving back’ yearlong will be a strong marketing tool and a valuable asset to the program.

- d) If funded, TROD will be able to expand in a way that will not only reach more students directly through the actual event and passive promotion in the fall, but will also allow our message to continue to spread after the event. In the past, TROD has been able to provide t-shirts for 200

students. If funded, we hope to increase this number to 500 Xavier students. This increase will mean that not only will more students be able to more actively participate in TROD itself and encouraged to give back once they graduate, but also mean that the message will continue to spread as more students become aware of the event. A sponsorship for TROD would also allow for expansion in terms of marketing the event, which will help to spread the message even wider and encourage students to learn more about the program, WOX and SAA.

- e) If our project, TROD, is funded by the WOX GC, the group will be prominently displayed for its role in the success of our event. The tangible ways we are hoping to incorporate the WOX GC into TROD include placing the WOX logo on all of our promotional literature. Also, the WOX GC will be recognized as an official sponsor throughout our programming; this will also be emphasized at the day of the event. We as SAA hope that this can create an ongoing partnership between both groups. In the inaugural year of WOX, SAA members were regular participants at WOX events in Cincinnati and we look forward to continuing that tradition.

We would also like the WOX GC members to play a role in the event by attending it, wearing a shirt and talking with students. We hope the WOX GC members to feel like this is their event as well. We will also promote any events that would be going on around the date of TROD that WOX is organizing. Finally, we would happily display pictures and testimonies on the WOX website. SAA will write a thank you that could be placed in the WOX newsletter or on the website. Without help from WOX, our event would not be at the level we want it to be, so the organization will be rightfully recognized for its contributions.

- f) TROD is still a relatively new program on campus, but it has quickly grown and gained national attention. We were asked to present our TROD program to other schools at a regional conference and on a nationally broadcast webinar this spring. With this opportunity we began analyzing our program to see how it could make a bigger impact on our growing campus. So far this program has been successful spreading the 'giving back' message. Students frequently cite philanthropy as an important issue of Xavier pride. Applicants to student phonathon program increasingly say they applied because they "want to make a contribution" to the XU community. Plans have been initiated to formulate a senior class gift program to directly correlate giving with students and new alumni.

With funding we could expand the scope of our message to more students and increase participation. Our current marketing only reaches so many places on campus and we would like to broaden that reach. The expanded message will generate inquiry, anticipation, and education about what TROD is and the importance of giving back. In increasing the call for philanthropy as alumni across campus, TROD will have a greater impact and its most influential and successful program yet.

- g) If TROD is provided funding, we are more than willing to attend WOX GC meetings and events to describe what the TROD program entails. In addition, we would be glad to allow members of the WOX GC to attend a TROD meeting to observe our progress on the project and provide us with further ideas. Also, we will submit reports of our planning progress to allow all WOX members to view the continuing progress we make throughout the months leading up to the event.

Appendix:

- 1) A copy of the marketing used on the t-shirts given out to students at the 2009 TROD
- 2) An example of an advertisement that was run in Xavier's Newswire in the weeks leading up to TROD. The advertisements were a fun way of encouraging inquiry and excitement and as the event got closer the advertisements became more informative about the celebration's events and mission.
- 3) Photos taken at the 2009 TROD showing marketing tools, Student Alumni Association (SAA) members, and students enjoying the day's festivities.