5) Tuition Runs Out Day (TROD) has been a successful program on campus that has quickly grown and received national attention from other universities. In 2012, we were asked to present our TROD programs to other schools at a regional conference and were on a nationally broadcast webinar in the spring of 2011. Schools across the country have contacted us to hear about our program and asked for our ideas and input on how they can implement a similar program on their campuses. Our program directly aligns with the spirit of Xavier, focusing on giving back to the community and the ideal of men and women for others. Initially the goal of TROD was to get students to give back to Xavier after they graduate, and because it has been successful, we can expand our mission to address how giving back is possible even during students’ years at Xavier.

If TROD is funded again, we will be able to increase the effectiveness that this program has created on campus and increase the awareness of how alumni donations influence students and how students can give back too. We will be able to measure the success of our event through attendance rates. Every year we have seen the event grow as more students attend and participate in the passive events. The funding received from WOX could have a significant influence on student attendance because a considerable amount of the budget for TROD goes toward advertising to raise student awareness about the event and the message of SAA and TROD. Beyond student participation, soon we will be able to measure numbers tied to student giving and see the success of TROD’s message in bringing home the bacon.

6) SAA and the WOX GC have had a successful partnership in the past. We have included the WOX logo on all TROD marketing so WOX is recognized as having played a significant role in helping SAA create the TROD event. We would continue doing so in all future marketing pieces and advertisements. On the day of TROD we always mention how the day would not be possible without the WOX GC, and how WOX and the GC are excellent examples of how to give back to Xavier. SAA members would be more than willing to attend and help with WOX meetings or events to explain TROD or be a helping hand and student voice. WOX is always invited to SAA meetings or TROD planning meetings so they may see our work and progress. We will send reports during the months leading up to TROD for members of WOX to be informed of our continuous progress. Lastly, we would also invite WOX to attend the TROD event on April 16 to see the final result of our planning and your generous contribution. Thank you again for your time and consideration.
What is "Bring Home the Bacon?"

BHTB is the name and theme of the Alumni/Annual Fund's Student Philanthropy campaign

Campaign Goals

- To educate our students about the impact that alumni giving has on their Xavier experience.

- To create a "culture of philanthropy" on campus; developing the expectation that when you graduate, you give back too.
How does giving back tie into bacon?

Alumni "Bring Home the Bacon for Xavier" through gifts to the Annual Fund. Plus, Bacon and Pigs are fun!

Annual Fund?
Each year the AF reaches out to alumni to secure their financial support for X. The Annual Fund is an unrestricted fund meaning that it gets used where it is most needed:

- Scholarships
- Technology
- Safety

What is involved in this campaign?

- A poster series over second semester (4 posters)
- Ads in the Newswire (4)
- SAA passive events
  - Pigs on the yard
  - Bank hand out
  - Post it notes, bacon shirts, notes on 1 <3 xu shirts (SAA week)
- Tuition Runs Out Day
- We (the office) ask Seniors to make a Senior Gift
How are SAA and SAA connected?
- Through SAA's mission to educate students about what it means to be an alum
- Through SAA's mission to encourage philanthropy
- Through SAA's role as a student-working group supporting the mission of the Alumni Office

---

Passive Events

The goal of these is to spread the word about SAA, Bacon, TROD, in a fun way.
- SAA Week
  - Pigs on the Quad

---

Through SAA “week”

During this week, SAA spreads the word on who you are, and what you do through different ways each day.

For example:
Monday/Wednesday- Fundraiser. How is this bacon-tastic? With every sale, students receive note that says: students aren’t the only ones who <3 XU-Alumni do too and show it by supporting YOU each year with gifts to the Alumni Fund.
Tuesday- Bacon Shirts! T-shirts with the message: “Ask me how Xavier without Alumni is like a world without Bacon”, hand out pig cookies
So why is XU without Alumni like the world without Bacon?
- The idea is to use a pop culture reference- bacon, as a fun attention getter to be able to talk about how important alumni are at Xavier.
- The world is a lesser place without bacon. We lose things like bacon and eggs, ILTS, things wrapped in bacon.
  * Xavier without alumni would also be a lesser place.
  * Alumni donations help cover the cost of your education that tuition doesn't pay for.
  * There have also been reports of an upcoming bacon shortage which would cause prices to rise.
  * The same thing is true here. Without alumni donations- Xavier would be short financially too, and we'd have to raise tuition.

Pigs on the Quad
Petunia the pig!

* Pet pigs,
  - Eat Pig shaped cookies
  - Learn about SAA
  - Find out about TROD
Bacon and TRoD: tying the campaign and SAA's signature event together

- TRoD's goal is to educate students, to let them know that their tuition does NOT cover the cost of their education. On this day, without Alumni donations, the money for their Xavier experience would run out!

- Thankfully, alumni bring home the bacon for Xavier! Tric teaches students that they should be thankful to those who came before, since without them X just wouldn't be as amazing.
Bring Home the Bacon

BHTB is the name and theme of the Alumni-Annual Fund’s student philanthropy campaign.

The goals of the campaign:

1. Educate students about the impact alumni giving has on their Xavier experience.
2. To create a “culture of philanthropy” on campus, developing the expectation that when you graduate, you will give back to Xavier.

How?

- SAA passive events
- A poster series during 2nd semester with Ads in the newswire for each poster (4 total)
- TROD
- Senior solicitation

Why Bacon?

1. It’s a way to start the conversation.
2. Bacon is a fun pop culture reference and we are using it as a fun attention getter to be able to talk about how important alumni giving is to the university.
3. Alumni “Bring Home the Bacon to Xavier” by making gifts to the Annual Fund.

Annual Fund

- Gifts made here support: scholarships, technology, safety, keeping amazing faculty here... and so much more. These gifts help fill the gap left when tuition “runs out” (tuition only covers 60% of the cost of your Xavier education).

How is this connected to SAA?

- Through your role as a student-working group, supporting the mission of the Alumni/Annual Fund office.
- Through your mission to educate students on what it means to be an alum
- Through your mission to encourage philanthropy

How is SAA involved?

1. Peer to Peer education
2. Passive Events
3. Tuition Runs Out Day
Some specifics:

During SAA week, you’re selling the I <3 XU shirts as a fundraiser.

- We’ll attach a tag to each of the size tags that says: you’re not the only one who loves X, alumni do too and show their love through gifts to the annual fund to support YOU each year.
  www.xavier.edu/bacon

During SAA week, you will be wearing t-shirts that say “ask me how a world without bacon is like Xavier without Alumni” and handing out pig shaped cookies. so... what do you answer when they ask?

- Imagine a world without bacon, no BLTS, no eggs and bacon; nothing wrapped in bacon... ok-enough imagining. The world without bacon just is not as awesome.
  - The same is true here at Xavier. We are so much less without our alumni and their support. We couldn’t be the amazing place we are without them. No new buildings, technology, student clubs and programs, free basketball tickets, etc...
- There have also been reports of a bacon shortage which would drive up prices.
  - This is true at Xavier too- without alumni to bring home the bacon to cover the tuition gap, Xavier would struggle financially (big time), and tuition would have to go up even higher!

During your passive events (possibly two)

- You’ll be directly engaging students to let them know how alumni support them and to advertise that TROD is coming up.
  - Piggy bank hand out
  - Pigs on the yard

TROD

- TROD’s goal is to educate students, let them know that tuition doesn’t cover the cost of their education. On this day, without alumni donations, the money for their Xavier experience would run out!
- Thankfully, alumni bring home the bacon for Xavier! TROD teaches students that they should be thankful to those who came before us and support us every day.