Carly Davies, Student Alumni Association Social Committee
Kaitlyn Ernst, Student Alumni Association President
Jessica Finkel, Student Alumni Association Community Involvement Committee
Matt Gentzkow, Student Alumni Association Tuition Runs Out Day Co-Chair
Morgan Schafer, Student Alumni Association Fundraising Committee
Taylor Schultheis, Student Alumni Association Fundraising Committee

Tuition Runs Out Day 2013
Proposal for Women of Excellence Grant
Tuition Runs Out Day 2013

Total Amount Requested: $9,000.00

Proposal abstract: For the past five 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 working with the new Student Giving initiative, we have realized that our message of “giving back” does not only apply to alumni donations, but also students. We are seeking funding to expand our message and educate students on the ways they too can give back to Xavier through their time, talents, and treasures. Please see the following pages for our complete proposal. Thank you in advance for your time and consideration.
Carly Davies, Student Alumni Association  
Social Committee

Kaitlyn Ernst, Student Alumni Association  
President

Jessica Finkel, Student Alumni Association  
Community Involvement Committee

Matt Gentzkow, Student Alumni Association  
TROD Co-Chair

Morgan Schafer, Student Alumni Association  
Fundraising Committee

Taylor Schultheis, Student Alumni Association  
Fundraising Committee

Alana Nodell, SAA Faculty Advisor

Gary Massa, Vice President, University Relations
**Proposed Budget:**

### Tuition Runs Out Day 2013

<table>
<thead>
<tr>
<th>Marketing Initiatives</th>
<th>Items</th>
<th>Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Campus Signage</td>
<td>200</td>
<td>$250</td>
</tr>
<tr>
<td></td>
<td>Newswire Advertisements</td>
<td>4</td>
<td>$2,000</td>
</tr>
<tr>
<td></td>
<td>Passive Event Supplies</td>
<td>250</td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td>Piggy Banks</td>
<td>750</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>Premiums (Give Aways)</td>
<td>350</td>
<td>$1,250</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td><strong>$5,000.00</strong></td>
</tr>
</tbody>
</table>

| Food & Entertainment  | Catering           | 400      | $4,000|
|                       | Entertainment       | ---      | ---   |
| **Subtotal**          |                     |          | **$4,000** |
| **Total**             |                     |          | **$9,000.00** |

Costs are estimated based on the expenses from Tuition Runs Out Day 2012 and planning for 2013. Please see appendix for marketing and signage samples.
Narrative:

1) Tuition Runs Out Day (TROD) provides Xavier University (XU) students with a program that serves to educate students about how important alumni gifts are to our university through a fun and entertaining day of events, highlighted by this year’s new theme of ‘Bringing Home the Bacon.’ In so doing we encourage them to return the favor, contributing back to the university 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 by showing them the impact alumni contributions have on the university and by encouraging them to contribute to the success of XU and its future students. Through this event, we hope to educate students to become philanthropic leaders on campus, working hard to keep Xavier a growing and successful university. In addition, we hope that through the help of the WOX GC, TROD can help to educate more students about WOX and inspire more female students to join the WOX GC upon graduating.

2) XU’s mission is more than just graduating with a degree – it strives to develop the whole person and emphasize lives of solidarity, service and success. TROD best embodies Xavier’s mission in the Jesuit idea of becoming men and women for others and celebrates everyone that contributes to receiving a Xavier education. TROD’s original goal was to celebrates the Xavier experience and those who make it possible by educating students on the importance of alumni donations and encouraging students to be active alumni when they graduate. While this is still the goal and theme of the day, we are expanding by working with the new student philanthropy initiative. Modeled after an idea that has been successful at other universities, the initiative teaches students it is possible to give back to the university while still in school. Whether it is through your time, talent, or treasure (financial contributions), every contribution helps the Musketeer community thrive. Specifically financially, student giving provides a way for Xavier students to give back to Annual fund which in turn provides scholarships for current Xavier students. This is the first year for this initiative and we are including the idea of student giving into TROD and this year’s theme of ‘Bringing Home the Bacon.’ TROD and its expanded scope encourages students to think beyond the Bursar and what they pay for tuition; it shows them on how many people contribute to their education and how, even as students, they can pitch in as well.

3) Tuition Runs Out Day is committed to its mission to “educate and celebrate the Xavier experience and those who make it possible.” TROD is a unique opportunity to directly educate the student body of the importance of alumni donations. The generosity of Xavier alumni is prevalent on campus, but many students only know of the larger donations—those that make new additions like Fenwick place a possibility. Tuition Runs Out Day is valuable to the Xavier community because it helps recognize the smaller donations that make day to day life at Xavier the wonderful experience that it is. Currently, only 10% of our young alumni give back to the university. By educating current students about the importance of giving, no matter the amount, TROD is helping to cultivate a trend of giving that will extend well into the future. Now with the addition of student giving, our message can grow to include donations from students and the idea of giving back through your time and talents, volunteering and actively working to maintain the great Xavier experience. Without funding we cannot properly expand our message to the student body that they too can be a part of giving back. As campus expands and the student body grows, it becomes more and more difficult to conduct a successful & cohesive event. It is for this reason that we seek additional funding for further marketing, student outreach and education.

4) Last year’s “I Love XU” funding helped us take this first step, and we have many more ideas that we are implementing with the financial assistance for “Bring Home the Bacon”. Last year, we were able to
increase the amount of t-shirts given away at the event, something that is a great marketing tool for TROD’s mission. We gave out 500 shirts to both students and staff, increasing the amount of awareness for TROD and its mission. This year, with “Bring Home the Bacon”, we will continue to spread the word about the importance of giving back through a smaller number of t-shirts, but also through two passive events during the spring preceding TROD. These events will promote awareness for TROD and help students understand the importance of giving back.

If funded, TROD will continue to expand in a way that will not only reach more students directly through the actual event and passive promotion in the fall and spring, but will also allow our message to continue to spread after the main event. This increase will result in an expansion 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, and increase school donations upon their graduation. Next year we hope to be able to more fully incorporate the Student Giving initiative into our marketing and message so Tuition Runs Out Day can be about the whole Xavier community giving back.

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 to their campuses. Our program directly aligns with the spirit of Xavier, focusing on giving back to the community and of 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 your 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 giving back. 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. 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. 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 5 to see the final result of our planning and your generous contribution. Thank you again for your time and consideration.