



Green, White & YOU

Inform – Engage – Connect

Green, White & You is Stetson University's Student Philanthropy and Alumni Association. The organization is designed to teach the importance of staying connected to the university by educating current students on all the ways they can give back. The organization is comprised of fun, dedicated, philanthropic-spirited students who love Stetson. They work together to educate and engage their fellow students in activities and events that highlight Stetson as a philanthropic cause worthy of the investment of their time, talent, treasure, and ties. Green, White & YOU wants to show Stetson students that their amazing and unique experiences are largely thanks to the dedication and support of parents, friends, donors, and alums.

Mission:

Create a spirit of philanthropy and a culture of engagement among students, alums, and donors of Stetson University.

Vision:

Enhance the culture of philanthropy and engagement on campus so that students may continue to champion Stetson University as current students, future alums, and into the future.

Group Culture:

As a member of GW&YOU, you will organize fun events, manage fundraising campaigns, and other efforts throughout the year that help celebrate philanthropy and engagement at Stetson University. You will help educate other students about the importance of giving back and staying engaged with Stetson University. GW&YOU gives members an internship-like experience that will help prepare them for the workforce and future career initiatives.

Student members make GW&YOU what it is. They create an atmosphere of inclusion where students may feel safe and welcomed, supported, and challenged. And they foster an environment of open communication where every voice has value. Authenticity, transparency, creativity, empowerment, and fun are GW&YOU trademarks.

Goals:

1. Inform- educate students about the campus initiative of "Giving is What Stetson Does."
2. Engage- increase alumni engagement by making touches and impacts while they are students.
3. Connect- develop a connection between students, alums, donors, and Stetson University.

Teams:

Annual Events- Oversees and plans our major events, such as Thank-A-Donor Day. This team develops all aspects of these events, including marketing plans, scheduling volunteers, and working with the event budget while ensuring the proper educational qualities are brought to the event. Annual Events differ from Senior Initiatives because their goal is to educate Stetson students over their first three years about the importance of donors and their impact.

Marketing- Oversees all social media (Instagram) and campus outreach. They use these platforms to spread our brand and promote attendance at events. Generates exciting and innovative ways to engage Stetson students, alums, and donors online and in our events and activities. They also oversee the development of event marketing materials and initiatives through graphic design programs.

Membership- Oversees applications and interviews for potential members, develops and conducts member training, and monitors member relations. This team organizes group retreats and works to keep the organization's culture exciting through fun activities and professional development. They also research and oversee tabling opportunities.

Philanthropy Education- Plans "pop-up" events, such as Dunkin for Donors and Tuition "Free"dom Day, to educate students about the significance of giving back to the University. The events on this team tend to be larger while still providing members with the experience to handle all the logistics of these events.

Senior Initiatives- Oversees all senior celebration events, including December Toast, 100 Days, 50 Days, and Senior Week. Much like Annual Events, this team develops all aspects of these events. The distinction is that Senior Events focus more on celebrating the success of seniors while aiding in the student-alumni transition and allowing students the opportunity to give a senior class gift. This branch is hand in hand with Annual Events due to exposure for three years and the opportunity to act during the final year.

Student Support and Financial Assistance- exists to provide immediate and/or sustainable support to the campus community through student-facilitated philanthropic leadership to meet the university's mission of fostering personal growth, intellectual development, and global citizenship in all students. In addition, SSF serves to actively engage students in philanthropic work to build individuals' capacity to persist towards graduation. This student-led organization will work collectively to provide opportunities for the campus community to develop into engaged citizens and alums.

Spring '22

- **Involvement Fair**

Date and Time: Friday, January 28, 2022, at 11:30 a.m. – 2:30 p.m.

Location: Stetson Green

Contact: SDCV

Team: Membership

Description: Green, White & You members have the opportunity to share information about our organization with current Stetson students. Students will get to participate in an activity that educates them on Green, White & You fun facts and philanthropy education.

- **100 Days**

Date and Time: Wednesday, February 2, 2022, at 11 a.m. – 2 p.m.

Location: Rinker Welcome Center

Team: Senior Initiatives

Partners: Career, Alumni, Bookstore, and Herff Jones

Description: As seniors begin to count down the days until Commencement, there are plenty of important things they need to check off their to-do lists. At 100 days, students will have the opportunity to order their caps and gowns, apply for graduation, complete exit surveys, donate to Senior Class Gift, connect with the Alumni Association, and more!

- **Anything is Popsicle with Green, White & YOU - Meet and Greet**

Date and Time: Thursday, February 10, 2022, at 6 p.m. – 8 p.m.

Location: In front of Donor Relations House

Team: Membership

Description: Each Green, White & YOU member will invite a potential future member! Outside of the Donor Relations House, we will have mix and mingle time with everyone. Then the Vice Presidents and Advisor will talk about the group and the benefits of joining, which will be followed by a sweet treat!

- **Love-A-Donor Day**

Date and Time: Tuesday, February 15, 2022, at 11 a.m. – 2 p.m.

Location: Palm Court

Team: Annual Events

Description: Green, White & YOU and the Office of Donor Relations will host Love-A-Donor Day, an event to thank our University's Donors. Generations of alums, friends, parents, corporations, and foundations who give to the University make a Stetson education possible through their contributions. Students will gather to write thank you cards to donors for their gifts and learn how gifts impact them.

- **Tuition Freedom Day (Culture Credit)**

Date and Time: Tuesday, February 22, 2022, at 11 a.m. – 2 p.m.

Team: Philanthropy Education

Location: Libby Lawn

Description: Tuition Freedom Day symbolizes the day tuition is no longer sufficient to pay for the cost of attendance at Stetson University, and the rest of their education is thanks to donor funding. This event educates Stetson students on the importance of Donors and how significant their impact is.

- **50 Days**

Date and Time: Thursday, March 17, 2022, at 11 a.m. – 2 p.m.

Location: Rinker Welcome Center

Team: Senior Initiatives

Partners: Alumni, Career, Bookstore and Balfour

Description: As seniors begin to count down the days until Commencement, there are plenty of important things they need to check off their to-do lists. At 50 days, students will have the opportunity to order their caps and gowns, complete exit surveys, donate to Senior Class Gift, connect with the Alumni Association, and more!

- **Dunkin' for Donors (Culture Credit)**

Date and Time: Tuesday, March 29, 2022, at 11 a.m. – 2 p.m.

Location: CUB East Lawn

Team: Philanthropy Education

Description: This event focuses on educating the campus community about the donor-funded spaces on campus. The dunk tank will host “campus celebrities.” Students, staff, and faculty can earn a set of dunking opportunities by answering a philanthropy-themed trivia question correctly, or they can make a gift to an area on campus of their choice. Donuts are also available for participants!

- **Senior Class Gift “Your Gift Your Choice” – Spring Campaign Launch**

Date and Time: Friday, April 1, 2022

Team: Senior Initiatives

- **4T's (Time, Talent, Treasure, and Ties) (Culture Credit)**

Date and Time: Thursday, April 14, 2023, at 11am – 2 pm

Location: Stetson Green

Team: Philanthropy Education

Description: Students will be able to learn about the importance of giving back to Stetson by learning about the 4T's of giving. The 4T's are Time, Talent, Ties and Treasure. This event shows different ways that students can give back to Stetson.

- **Senior Week**

Date: April 18-22, 2022

Team: Senior Initiatives

Partners: Alumni Engagement and Career and Professional Development

Description: Senior Week provides those graduating with an opportunity to reflect back on their time at Stetson. This week is designed to ensure that students' last week on campus is fun and memorable as well as to celebrate the accomplishments they have achieved over the last four years. Come out and celebrate with your fellow seniors, connect with your alumni network, and learn about all the ways you can stay connected to Stetson!

- **Bounce Out of Senior Year**

Date and Time: Tuesday, April 19, 2022, at 4 p.m. – 6 p.m.

Location: Stetson Green

Description: Seniors! Start off Senior Week right and join us for a fun-filled evening with bounce houses, games, carnival food, and raffles! Bring your fellow graduating seniors and enjoy a game night that is dedicated to YOU!

- **Night Out**

Date and Time: Thursday, April 21, 2022, at 8 p.m. – 12 a.m.

Location: Persimmon Hollow

Description: Join us downtown DeLand for an evening of memory making and fun. Save the polar ice caps and walk or take the shuttle from the President's House for a free ride (running from 8 p.m. until 12:00 a.m.). Raffle prizes and free food provided! Feel free to invite faculty and staff. Remember to celebrate responsibly and bring your government issued ID.

- **Senior Toast**

Date and Time: Friday, April 22, 2022, at 4 p.m. – 6 p.m.

Location: President's Garden

Description: Spring graduates come toast to all you have accomplished as a student and future alumni! The University President will offer final remarks to the senior class with a champagne toast. Seniors get to keep their champagne flute as a gift and hors d'oeuvres will be served.

Fall '22

- **Involvement Fair**

Date and Time: Wednesday, August 24, 2022, at 12 p.m. – 2 p.m.

Location: 2nd Floor of the Cub

Contact: SDCV

Team: Membership

Description: Green, White & You members have the opportunity to share information about our organization with current Stetson students. Students will get to participate in an activity that educates them on Green, White & You fun facts and philanthropy education.

- Get A Scoop on Green, White & You - Meet and Greet**
Date and Time: Thursday, September 15, 2022, at 4 p.m. – 6 p.m.
Location: In front of Donor Relations House
Team: Membership
Description: Each Green, White & YOU member will invite a potential future member! Outside of the Donor Relations House, we will have mix and mingle time with everyone. Then the Vice Presidents and Advisor will talk about the group and the benefits of joining, which will be followed by a sweet treat!
- Alumni Board Meeting – Junior and Senior GW&YOU Network Dinner**
Date and Time: Friday, September 23, 2022, at 3 p.m. – 4 p.m.
Location: Stetson Room
Partners: Alumni Engagement
Description: Junior and Senior GW&YOU members will have the opportunity to attend the Alumni Board meeting dinner to network with Stetson's current alumni board members.
- T.A.G Day**
Date and Time: Wednesday, October 12, 2022, at 11 a.m. – 2 p.m.
Location: Homebase by John B Statue
Team: Philanthropy Education
Description: T.A.G (Teaching About Giving) Day is an interactive scavenger hunt-like game to learn about philanthropic gifts that support Stetson University and its students. The student experience is made possible thanks to the generosity of alums and donors to help build the campus into what we have today.
- I <3 SU (Culture Credit)**
Date and Time: Wednesday, October 19, 2022, at 11 a.m. – 2 p.m.
Location: Outside the CUB
Team: Philanthropy Education
Description: Throughout the day, students are encouraged to fill out paper hearts and hats with why they value the university while learning about the values of Stetson. The hearts and hats will be turned into a collage that students can then take pictures in front of to post on Instagram tagging @greenwhite&you to be placed in a drawing.
- Hatter Village Fan Fest – GOLD Tabling**
Date and Time: Saturday, October 29, 2022, at 11 a.m. – 1 p.m.
Location: Hatter Village
Partners: Alumni Engagement
Description: Members will partner with the Alumni Engagement Office providing services as volunteers at the Homecoming Tailgate prior to the Stetson Football Game. Members will be responsible for managing the Young Alumni table to encourage Stetson's GOLD alumni to participate in a survey and receive free Stetson swag.

- Halloween Recruitment Golf Cart**
Date and Time: Monday, October 31, 2022, at 11 a.m. – 2 p.m.
Location: Across Campus
Team: Membership
Description: Green, White & You members have a Halloween-themed opportunity to recruit new members and promote Green, White & You. Students will have a chance to ride in a golf cart to class while members educate them on the organization and hand out QR codes to our application.
- Senior Class Gift “Your Gift Your Choice” – Fall Campaign Launch**
Date and Time: Tuesday, November 1, 2022
Team: Senior Initiatives
- Humble Hatter Week**
Date: November 7 – 11, 2022
Location: Across Campus
Team: Annual Events + Philanthropy Education
Description: A week of programming celebrating students’ love for Stetson, giving to the university, and bringing awareness around donor impact; events include Pay-It Forward Day, Thank-A-Donor Day, and others!
- Tie Dye with Green, White & You**
Date and Time: Monday, November 7, 2022, at 11 a.m. – 2 p.m.
Location: Stetson Green
Team: Annual Events
Description: Members will be handing out Humble Hatter T-Shirts that students can tie dye. Students are then encouraged to wear their tie dye shirts on Thank A Donor Day to celebrate their Stetson Spirit.
- Pay-It-Forward Day (Culture Credit)**
Date and Time: Tuesday, November 8, 2022, at 11 a.m. – 2 p.m.
Location: Stetson Green
Team: Philanthropy Education
Description: Members will have a table set up for students to write a thank you to a faculty or staff that has impacted them during their time at Stetson. The impactful faculty and staff will receive the letters written to them and get a special item that shows they have made an impact.
- Thank-A-Donor Day (Culture Credit)**
Date and Time: Wednesday, November 9, 2022, at 11 a.m. – 2 p.m.
Partners: Donor Relations
Location: Palm Court
Team: Annual Events
Description: Green, White & YOU and the Office of Donor Relations will host Thank-A-Donor Day, an event to thank our University’s Donors. Students will gather on the

Stetson Green to write thank you cards to donors. There will be an opportunity to pick up a free t-shirt and food and visit Instagram and video messaging stations.

- **First and Last Bash**

Date and Time: Thursday, November 17, 2022, at 4 p.m. – 6 p.m.

Location: Stetson Green

Team: Senior Initiatives

Description: Calling all First-Year students and December Graduates! Come celebrate completing your first and last semester of college with fun inflatables, food, and exciting raffles! Bring your fellow graduating seniors and first-year friends and enjoy a game night that is dedicated to YOUR accomplishments.

- **December Grad Snapshot**

Date and Time: November 30, 2022, and December 1, 2022, from 1 p.m. – 3 p.m.

Location: Holler Fountain and Rinker Welcome Center

Team: Senior Initiatives + Marketing

Description: December graduates will have the chance to have professional graduation photos taken at famous campus locations on campus to help them capture their success and graduation accomplishments.

- **December Toast**

Date and Time: Friday, December 1, 2022, from 4 p.m. – 6 p.m.

Location: Stetson Room

Team: Senior Initiatives

Description: December graduates come toast to all you have accomplished as a student and future alumni! The University President will offer final remarks to the senior class with a champagne toast. Seniors get to keep their champagne flute as a gift and hors d'oeuvres will be served.

Culture credit- an event that qualifies towards the 24-credit requirement educating students about Stetson's values