



STUDENT PHILANTHROPY MONTH

Event Proposal 2022

EVENT SUMMARY

Description:

A month-long initiative to build a culture of philanthropy on the campus of UC Merced. Over four weeks – with a theme each week – students will learn about philanthropy and its impact in an accessible way, not only at UC Merced, but the community and beyond. Through a partnership with the Student Alumni Association (SAA) and the UC Merced Alumni Association (UCMAA), students will participate in a variety of philanthropic activities each week, incorporating the themes: **leading**, **serving**, **giving**, and **engaging**.

Timeline: March 1—31, 2022

Target Audience: UC Merced Students



GOALS



Secure 100 Student Donations



Reach 100 Hours of Community Service & Acts of Kindness



Raise Awareness for the Importance of Giving



Collaborate with Campus Partners & UCMAA

SCHEDULE AT-A-GLANCE

Week 1

LEADING:
Workshops +
Mentorship

Week 2

SERVING:
Community
Service

Week 3

GIVING:
Fundraising
Initiative

Week 4

ENGAGING:
Friendship &
Acts of Kindness



WEEK 1:

Leading



WORKSHOPS & MENTORSHIP | MARCH 3

- **Activities:**

Dinner for Champvocates

- Kick-off Event w/Keynote Speaker
- Alumni Panel (Community Impact, Non-profit)
- Student Speakers
- Networking Reception

- **Target Audience:**

Current Students & Alumni

- **Partners:**

UCMAA Connections & Mentorship committee



WEEK 2:

Serving

COMMUNITY SERVICE | MARCH 12

- **Activities:**
Bobcats Give Back
 - Community service opportunities throughout the week
- **Target Audience:**
Fraternity & Sororities, Student Organizations, On-campus Students, Alumni
- **Partners:**
Community Engagement Center; local non-profits, UC Merced PD, UCMAA Community Mobilization committee





WEEK 3:

Giving



FUNDRAISING INITIATIVE | MARCH 14-27

- **Activities:**

- Student Org Crowdfunding*

- Crowdfunding project for six student organizations to raise funds for student-focused projects
 - Provide mentor fundraising sessions with each student organization, including resources
 - Game Night: All six organizations compete for additional funding for their initiative

- **Target Audience:**

- Student Organizations

- **Partners:**

- Office of Student Involvement, Alumni + Community Members/Donors (Matching Funds)



WEEK 4:

Engaging

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FRIENDSHIP & ACTS OF KINDNESS FAIR | MARCH 31

- **Activities:**

Gratitude @ Friendship Fair

- “Thank You” (ThankView) Video & Card Station
- Friendship Cookies/Friendship Packs for the MSSM Scholarship
- Friendship Bracelets
- Photo Station

- **Target Audience:**

Current Students

- **Partners:**

Office of Student Involvement,
UCMAA Giving & Gratitude
committee

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ACTS OF KINDNESS PROJECT
STUDENT PHILANTHROPY MONTH





SAA & STAFF Partnership



- **Social Media (#BobcatsGiveBack)**
- **News Feature**
- **Email Communication**
- **Student Org Outreach**
- **Physical Posters**
- **A-Frame Signage**
 - Alumni Endowments
 - Student & Program Support
 - Donor Stories & Impact

MARKETING & Promotion

Dinner for Champvocates

- Food Boxes (50 guests)

\$1,250

Game Night

- Snacks (100 guests)
- General supplies, activity materials

\$1,500

Gratitude & Friendship Fair

- General supplies, activity materials

\$1,000

Space Rentals, Facilities, TAPS

\$1,250

TOTAL:

\$5,000

Proposed
BUDGET

