## 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







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

Week 2

Week 3

Week 4

**LEADING**:

Workshops + Mentorship

**SERVING:** 

Community Service

**GIVING:** 

Fundraising Initiative

**ENGAGING**:

Friendship & Acts of Kindness



## WEEK 1: Leading

UNIVERSITY OF CALIFORNIA MERCED



#### 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

UNIVERSITY OF CALIFORNIA MERCED

#### **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 nonprofits, UC Merced PD, UCMAA Community Mobilization committee





## WEEK 3: Giving

UNIVERSITY OF CALIFORNIA MERCED



#### **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)



# WEEK4. Engaging UNIVERSITY OF CALIFORNIA MERCED

#### 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:

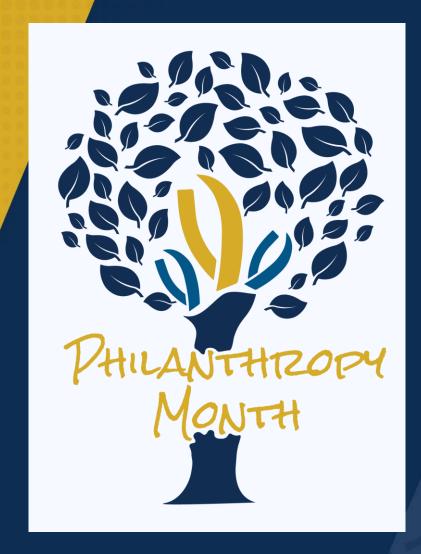
**Current Students** 

#### Partners:

Office of Student Involvement, UCMAA Giving & Gratitude committee







- 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)

#### **Game Night**

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

#### **Gratitude & Friendship Fair**

• General supplies, activity materials

**Space Rentals, Facilities, TAPS** 

**TOTAL:** 

\$1,250

\$1,500

\$1,000

\$1,250

\$5,000

## Proposed BUDGET

