

September 4, 2025


HOKIE BRAND CAMP

└ Opportunities to Partner with Annual Giving



OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING

WHAT IS ANNUAL GIVING?

- 
- Focused on gifts under \$5,000 and encouraging donors to make yearly gifts.
 - Encourage **broad-based support** from alumni, students, parents, faculty/staff, and friends
 - Special emphasis on undergraduate alumni participation (22% by 2022)
 - Help grow the **pipeline of future leadership and major gift donors**

OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING

WHAT DO WE DO?

Plan and execute **multichannel fundraising campaigns** (mail, email, social, text)

Lead **Giving Day**, the university's largest annual fundraising event

Support **colleges, units, and programs** with tools, strategy, and collaboration



902 Prices Fork Road (0336)
Blacksburg, VA 24061

Share Hokie Spirit with custom
MAILING LABELS!



OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING

TRADITIONAL CAMPAIGNS

- Welcome Back - August
- College Campaign – September
- The Market of Virginia Tech – October/November
- Calendar Year End Campaign – November/December
- Pylon Renewal Campaign - March
- Cornerstone Alumni – May
- Miscellaneous Campaigns



**Today's students.
Tomorrow's world-changers.**

OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING



GIVE TO GET CAMPAIGNS

- Friendship Bracelets - July
- Hokie Hike - August-November
- Socks - September/October
- Burruss Building Blocks - March
- Hokie Stones - April
- Pet Campaign - May
- Hokie Vault - TBD

OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING

CROWDFUNDING



- Launched in 2017
- Virginia Tech's version of GoFundMe
- Project page to spread the word and raise money
- More than 100 projects hosted
- Faculty research, student organizations, alumni chapters and more!



OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING

WHAT MAKES A GOOD CROWDFUNDING PROJECT?

- Goals are **attainable**
 - Less than \$10,000
 - Seed/matching gifts welcome
- Impact is **demonstrable**
 - Show donors the difference they can make
 - Compelling storytelling & interesting visuals “a \$25 gift enables us to _____.”



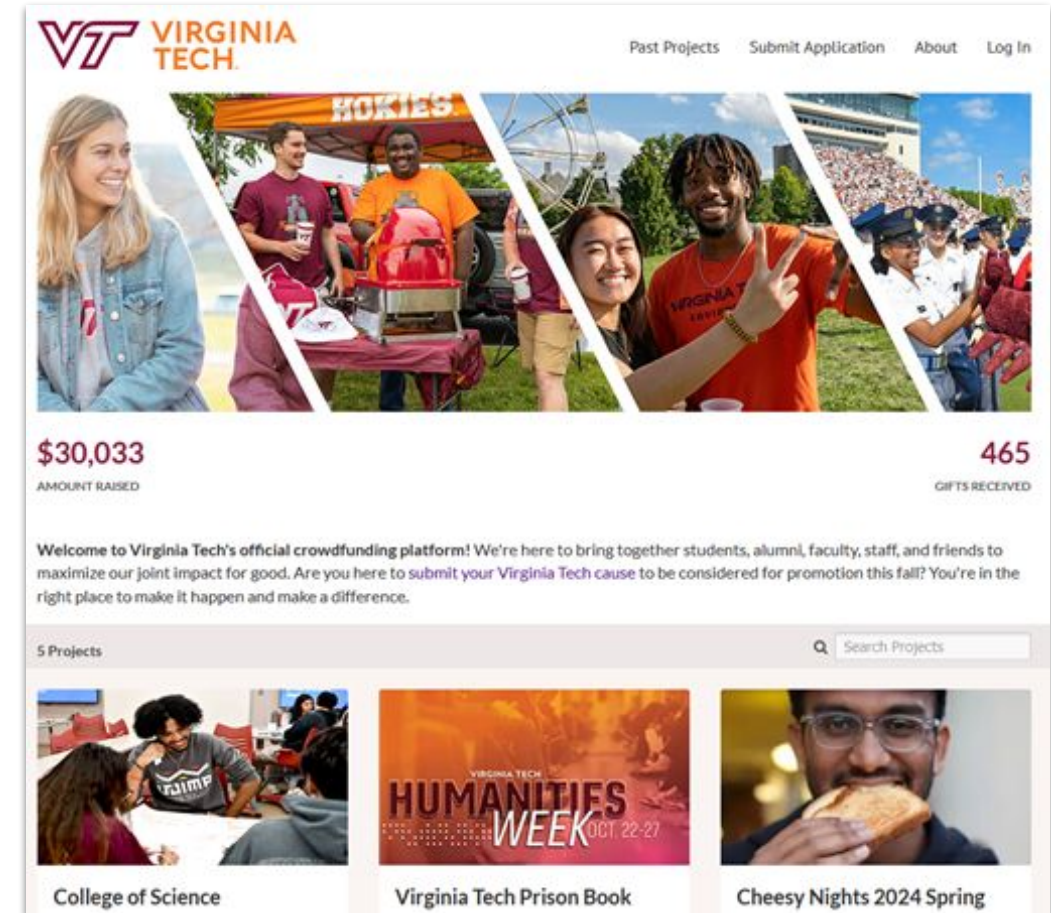
- End result is **time-bound**
 - Project vs. ongoing needs
 - Multiple projects over time
- **Grassroots network**
 - Peer to peer outreach
 - Identification of “champions”
 - You are the subject matter expert!

OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING

WHAT PROJECTS CAN WE HOST?

CAN HOST:

- Research or departmental funding
 - Materials
 - Student/researcher time
- Student organizations
 - Travel
 - Materials
- All project funds must be directed to a new or existing Virginia Tech Foundation account



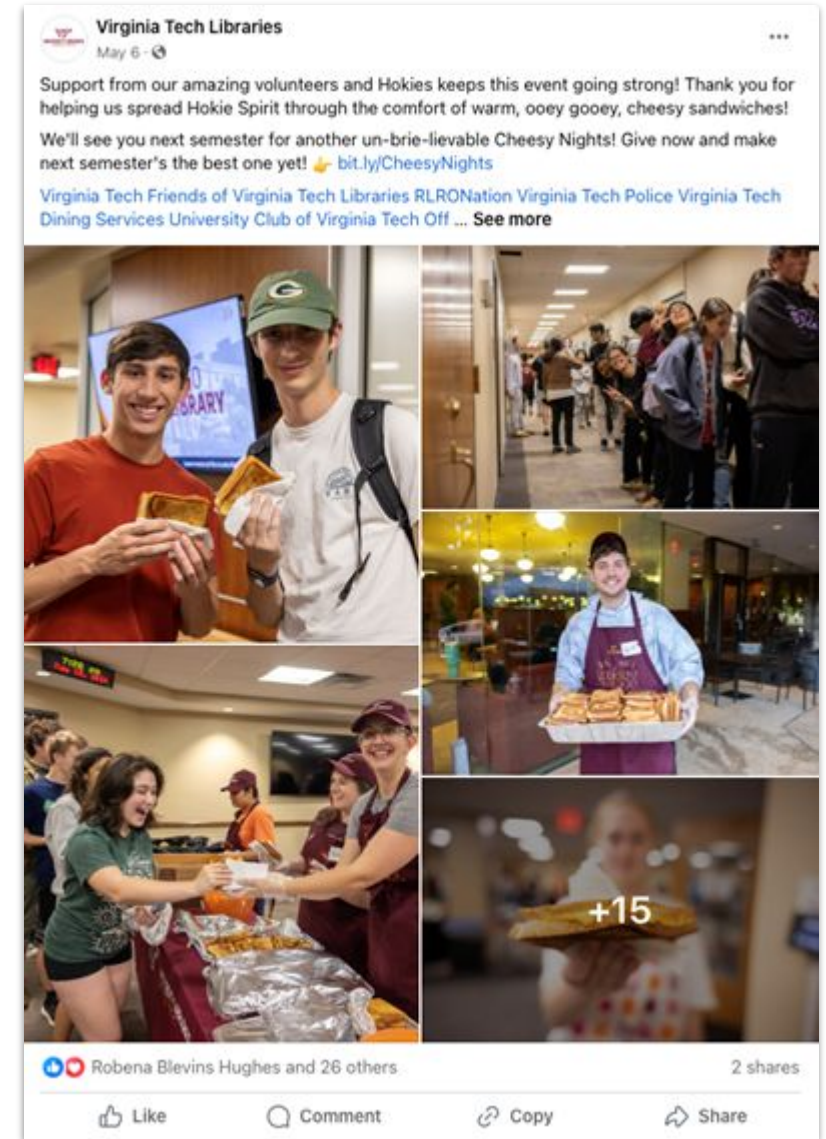
CANNOT HOST:

- “Pass through” projects
- Fundraisers for things outside of Virginia Tech

OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING

IDEAS FOR SUCCESSFULLY MARKETING YOUR PROJECT

- **Develop a toolkit** with helpful resources to provide to your peer to peer network
- Post on your group's **social media channels**
- Add promotional imagery or verbiage into your **college or unit newsletter**
- Talk about your project – **word of mouth** is key
- Ensure you have **photo releases** for all individuals featured in your promo photos



OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING

Celebrating Skipper - Virginia Tech's Voice of Victory!



Description

Donor Wall

Support Skipper Crew!

Meet Skipper Crew:

Skipper Crew is composed of approximately 25 cadets from amongst the regiment, representing all battalions and ROTC organizations. The group is divided equally amongst all four year-groups with first-year cadets being new members, freshly inducted after their spring tap. First-year cadets primarily train on the proper procedures associated with firing and maintaining Skipper, while also serving as safety officers, maintaining a safe perimeter around Skipper and keeping an eye out for any safety hazards. Sophomores and juniors take on the majority of the effort to maintain and operate Skipper, while also fulfilling various administrative and logistical functions. They are led by the Chief of Smoke, the top junior cadet on Crew. The seniors, with the exception of the Gun Captain, take on an advisory and mentor role to the underclassmen, stepping in to provide support and manpower when needed. The entire crew is led by the Gun Captain, a senior cadet held in high regard within the regiment and on Skipper Crew. This cadet is ultimately responsible for all activities related to the cannon, its operation, and the Crew's activities.

In order to join Skipper Crew, cadets undergo a rigorous tap process consisting of public engagement development and physical fitness, academic, and practical knowledge assessments. Being a member on Crew is a tremendous honor, and the Crew very much holds their place in the long tradition of Skipper at Virginia Tech in high regard.

How can you help:

We need your help to ensure Skipper Crew has funds needed to support the operations and continue to BOOM loudly and proudly at Virginia Tech events. Expenses include:

- Regular maintenance and upkeep of Skipper cannon, truck, and trailer.
- Supporting supply costs for Skipper operations
- Train Skipper Crew cadets for safe handling of Skipper
- Transportation of Skipper to events and activities

History of Skipper:

Each year, dating back to 1918, Virginia Tech (then VPI) would meet rival Virginia Military Institute (VMI) in a football game played on Thanksgiving Day. VMI had a cannon named "Little John," which would fire every time the Keydets scored, while their cadets chanted, "Where's your cannon?"

In the early 1960s, Homer "Sonny" Hickam '64, Alton "Butch" Harper '64, and George Fox '64 tired of the smack talk and decided to fire back. Armed with a plan to "build the biggest cannon the world had ever seen," the trio collected extra brass from cadets' uniform items as well as shell casings from the firing range, which they would melt for the gun. Foundry owner Paul Huffman, an alumnus of the Corps of Cadets, cast the cannon at no charge.

Levels Choose a giving level

\$5

Cost of Gas for Skipper Truck

Cost of gas for Skipper truck to transport Skipper for parades, football games, and other events.

Contribute \$5

\$10

Cost of Each Cannon Fire

Each time Skipper is fired there is a cost associated with the powder and materials to make the BOOM.

Contribute \$10

\$25

Food for Skipper Crew Cadets

Skipper duty days often exceed 8 hours on football weekends. Cadets have no stadium access and must provide their own food/hydration throughout the day.

Contribute \$25

\$50

Regular Maintenance on Skipper

Supports regular and routine maintenance on Skipper cannon.

Contribute \$50

OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING

APPLICATION INFORMATION

- Applications accepted on a rolling basis
 - Suggested timeline: apply 6-8 weeks before desired launch date
- Apply online at:
crowdfund.vt.edu/submit-application
- Completing your application:
 - Title
 - Description of project
 - Contact information
 - Team information
 - Goals
 - VTF fund number



OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING



GIVING DAY

- February 18-19, 2026
- Noon-Noon
- 24-hours

OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING



WHO CAN PARTICIPATE?

- Anyone who loves Virginia Tech!
- Faculty and Staff
- Students
- Alumni
- Donors
- Friends

OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING

WHAT HAPPENS ON GIVING DAY?



- Live results will be available at givingday.vt.edu
- Central emails and ads drive awareness and participation
- College/unit social posts and e-newsletter promotion to reach broader audiences
- Ambassadors share their love of Virginia Tech
- Outreach to Hokies you know asking them to participate
- Mission Control Zoom link available for questions throughout the day

OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING

AMBASSADORS



- Ambassadors are key to Giving Day's success.
- They advocate for the area of their choice by doing peer-to-peer outreach.
- Ambassador links accounted for more than 40% of gifts during Giving Day 2024 – that's more than 10,500 gifts!
- The “You+2 program” encourages ambassadors to make a gift and have two other people make a gift through their unique ambassador link.



OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING

PROMOTE GIVING DAY

- Use assets in the toolkit
 - University marketing and social media plans
 - Basic messaging points that center on overall campaign message
 - Giving Day logos
 - Trackable URLs
 - Social media imagery and example posts, including stewardship
 - Example email copy for emails to your faculty/staff and e-newsletters
 - Magazine ad
- Post on your area's social media channels
- Insert into your area's e-newsletters
- 1:1 outreach to key constituents
- Use your ambassador link to drive gifts!



OPPORTUNITIES TO PARTNER WITH ANNUAL GIVING

HOW WE CAN WORK TOGETHER

- Help promote annual campaigns
- Crowdfunding
- Giving Day
- Giving links
- Outreach Lists
- Strategic recommendations
- Giving reports and data lists
- Other ideas for collaboration? Reach out!

EMAIL: annualgiving@vt.edu

Consider making a recurring gift

Gift frequency:

One-time	Monthly	Annual
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Select a gift amount:

\$25	\$50	\$100
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Or enter a gift amount:

\$	25.00
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GIVE ONE-TIME