**Developing Endowments for Special Populations when Development Office Support is Not Available**

**Poster Presentation**

**Student Disability Services, Texas Tech University**

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**Background Points**

* Many programs for special populations lack institutional funding and Development Office support.
* Programs for students with disabilities often are not a priority for funding above minimal levels.
* During budget cuts, these special population programs are often targets for reduced funding.

**Why is developing endowments for special populations important?**

* The target donor is someone who is not typically connected to a specific college.
* Does not compete for the same pool of donors that typically give large gifts to individual colleges.
* Developing these endowments for special populations can be done with little to no budget.

**Strategies for Developing Your Database of Donors**

* Maintain routine/regular contact with program students, graduates of the program, and all other alumni:
  1. Electronic Newsletters
     + Services like Mailchimp are free up to 2,000 subscribers and easy to use.
     + Build your audience with email lists from students and parents’ information, as well as former employees/student assistants, administrators, etc.
  2. Holiday cards/letters for previous donors
     + It’s easy to find a free app for printing a card
     + Include a photo of your staff, program, and/or stakeholders, like the students who are receiving your services (i.e. scholarship winner)
     + Make the impact personal by having scholarship winners sign and write a personal note to the donor, thanking him or her for their gift.
  3. Maintain a social media presence: Likes and follows help build your outreach

**Keys to Gifts**

* Target the small donations (under $100)
  + Builds relationships with ALL supporters (including alumni), not just affluent ones
  + Makes them feel connected to your program
* Divide out responsibilities with your staff
  + Builds teamwork among staff
  + More input generates more ideas for giving
* Create a full list of department needs and approximate cost
  + Have printed instructions ready to hand out on how to give (with links to giving pages)
  + Show how donations are utilized

**Calendar of Dates**

* Maintain a schedule of important dates to contact donors and solicit donations, including:
  + Giving Tuesday: <https://www.givingtuesday.org>
  + Scholarship Banquets
  + Graduation Ceremonies that recognize scholarship winners
  + Fall/Spring newsletters that highlight howgifts are being used
  + Holiday newsletters and cards

**Share Your Stories**

* Share stories of how donations are developed, donations are used, and students are impacted by gifts. These can include:
* History of current scholarship endowments
* Feature stories in newsletters on new scholarships honoring former students or families.
* Show tangible results of previous donations (i.e. how donations made a new computer lab possible).
* Use free resources of your school, such as Marketing & Communications Newsletters, in addition to your own
* Pictures and stories of scholarship plaque unveilings
* Tie stories and development efforts into national giving programs/promotions:
  + National Disability Awareness Month – October
  + National Day of Giving – November

**Student Disability Services Success**

* Through using these strategies and developing our own in-house endowment building, we have had great success over the past 6 years:
  + Scholarship endowments have increased from 3 to 8
  + Scholarship awards increased from 6 in 2013 to 20 in 2018
  + $46,500 worth of scholarships awarded in 2018
  + Four new operational endowments were developed to help reduce financial burden from limited institutional funding
  + One-time donations allowed for an updated computer lab and tutor training resources

**Want more information? Contact Information**

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