

building scholarships for your college

CHOOSE
2GIVE



2019

BYU STUDENT
ALUMNI



BYU
STUDENT
ALUMNI

who we are

The BYU Student Alumni Association seeks to extend the BYU experience through lasting connections. We provide opportunities that bridge the gap between students and alumni. Moreover, our events and programs help students become active and engaged alumni.

table of contents

who we are	2
what is C2G?	4
vision/mission	5
past success	6
college involvement	7
SARC involvement	8
events	9
support/funding	10
advertising	11
contacts/dates	12
styleguide	13
notes	14

what is C2G?

Choose 2 Give (C2G) is a student-giving campaign run by a volunteer student leadership committee. C2G teaches students the importance of giving by helping their peers in need of financial assistance. C2G aids colleges by educating their students and collecting donations. One hundred percent of the money raised benefits students.

“I am from Ghana. I returned from an LDS mission with very little money. Miraculously, things have fallen in place thanks to a scholarship. With all my heart, I am grateful for every donor who has contributed.”

Zola Adjei, student scholarship recipient



“The scholarship couldn’t have come at a better time for me. I had recently gotten married and finances were a big concern. I am grateful for the sacrifice donors have made that will greatly help me to continue on with my dreams and eventually make a difference in the lives of those around me.”

Jordan Davies, student scholarship recipient



vision

Our vision is to empower all students to be true philanthropists, giving back and serving others at Brigham Young University. Our efforts in the current year will enable success and benefit the university and its students in years to come.

mission

Our mission is to inspire students to begin a life-long habit of giving back to BYU. We educate students on principles of philanthropy and encourage them to donate to fellow students in need.

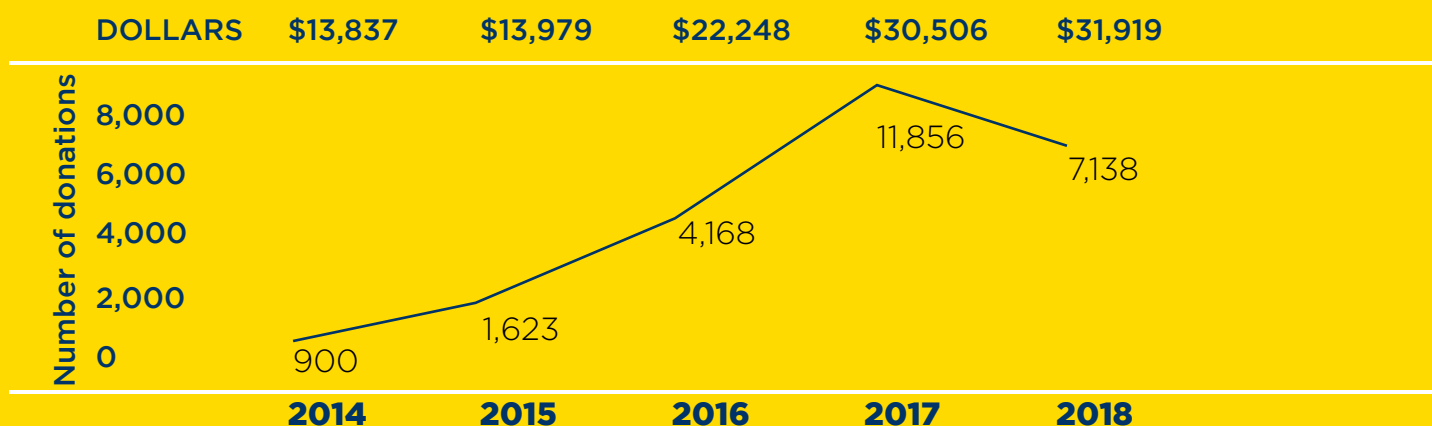




past success

C2G measures success by the level of participation, the amount of money raised, and the number of replenishment grants (scholarships) provided to students in need.

Choose 2 Give granted 9 Replenishment Grants in 2018!



college involvement

The success of Choose 2 Give greatly relies on support from the departments and colleges. We ask that each college promote the campaign and sponsor a C2G event for their students. **The campaign runs March 11–22, 2019.**

- The purpose of college C2G events is to educate and inspire students to give and help other students in need.
- Educating students on the importance of giving will prepare students to give back after graduation.
- Working together with the College Director, the Student Alumni Relations Council representative from each college helps with promoting and planning events.
- Each college should propose an idea for an event by February 1, 2019 (this can be done online at studentalumni.byu.edu/C2Gevent).
- If your college has a preference on event date, please indicate it in the “Event Idea” section of the Event Request Form.

Campaign Dates: March 11–22, 2019



SARC rep involvement

For STUDENT ALUMNI RELATIONS COUNCIL (SARC) representatives

SARC reps assist their colleges in the education and donation collection efforts during the C2G campaign.

- Attend bimonthly meetings with vice president of Professional Development
- Work directly with the assigned Alumni Board College Director and other assigned representatives
- Meet weekly with college representatives beginning two months prior to the campaign
- Actively set goals that will increase the number of donations and individual donors
- Complete C2G College Event Form online at studentalumni.byu.edu/C2Gevent
- Create a budget (see p. 10)



FOR COLLEGE EVENTS

- Do all in your power to contribute to the mission and vision of C2G
- Attract all BYU students, not just those in your college
- Provide volunteers from your college



events

IDEAS:

- Food for donations (hot dogs, donuts, cupcakes, etc.)
- Benefit concert
- Devotional
- Basketball tournament
- Carnival games
- Competition between departments
- Dunk tank

Successful Events in 2018

- College of Life Sciences (Student vs. Faculty Volleyball Game)
 - Located in the Smith Fieldhouse.
 - Due to the length of the activity and need for student and faculty participation, it was held on a Friday.
 - A C2G donation was required for entrance and participation in the game.
 - Concessions purchased with C2G funds and provided to students in attendance.
 - Various professors within the College of Life Sciences participated in the event and offered extra credit to students who attended.
- College of Physical and Mathematical Sciences (Scone Station)
 - Event held in a high-foot traffic location during populated hours.
 - The event had an assembly-line style starting with donations, followed by receiving a scone from the deans, and ending with students putting a ping pong ball in the “Y.”
 - Donation table took card, cash, and Cougar Cash.
 - The SARC reps and deans were involved in various ways throughout the event.
 - Music was able to be played to help draw attention and excitement.

how student alumni supports

We want to help you in your efforts. C2G is prepared to supply the following:

- Two volunteers to help run your donation booth
- Advertising for your event through Student Alumni venues
- Official Choose 2 Give t-shirts and stickers for your volunteers
- iPad and software for accepting credit card donations
- Training for your college's volunteers
- Donation cards, envelopes, and boxes
- \$200 for a Choose 2 Give event
- A match of up to \$300 for every dollar above \$200 your college puts towards promoting Choose 2 Give (see below)

funding

Below is a table that illustrates several examples of how Choose 2 Give matching funds work.

*C2G INITIAL FUNDS:	**COLLEGE FUNDS:	***C2G MATCHING FUNDS:	TOTAL FUNDS:
\$200	\$0	\$0	\$200
\$200	\$100	\$0	\$300
\$200	\$200	\$0	\$400
\$200	\$300	\$100	\$600
\$200	\$400	\$200	\$800
\$200	\$500	\$300	\$1,000

* C2G Initial Funds: Money that is donated to each college for the college's fundraising event.

** College Funds: Money contributed from each college's budget to plan and host the college's fundraising event.

*** C2G Matching Funds: Money from C2G that matches the college funds above \$200. In other words, C2G will match each dollar the college contributes above \$200, up to \$300 of C2G Matching Funds.



successful advertising methods

REGARDING ADVERTISING:

Colleges will receive digital files for advertising along with posters and flyers.

If colleges choose to create their own advertising, we request they follow the C2G Style Guide (see p. 12). Consistency and unity with our advertising will contribute to greater success.

- Class announcements
- College newsletters
- Digital media
- Emails
- Fliers
- Posters
- Website announcements
- Social media
- Letter from the dean
- Professor announcements

contact

dates to remember

Curtis Isaac

Student Alumni Director

801.422.7621

curtis_isaac@byu.edu

Blake Nordblad

Choose 2 Give Executive Director

805.990.0702

brnordblad@gmail.com

Quinn Christensen

Communications Director

801.656.7530

quinnec96@gmail.com

Feb. 1

Event proposals due

Feb. 8

Event Approval Notification

SARC Meetings

1st and 3rd Wed. of January–March

4 PM at Hinckley Center 221

Jan. 16

Mar. 6

Feb. 6

Mar. 20

Feb. 20



style guide

Colors



R 255
G 218
B 0

C 0
M 12
Y 100
K 0

Hex code: ffd000



R 0
G 52
B 104

C 100
M 62
Y 0
K 52

Hex code: 003468



R 255
G 255
B 255

C 0
M 0
Y 0
K 0

Hex code: ffffff

Typography

Aa

Gotham Black

Aa

Gotham Regular

Logos

1



2



3



[illegible]

[illegible]

**You have been given the gift
of giving. Help others by giving
them the gift of giving.”**

Arthur C. Brooks, WHY GIVING MATTERS

