Senior Class Giving Committee 2015-2016
Leadership Structure (Executive Board Members)

Chairperson

- Serve as primary liaison between Senior Class Giving Committee (SCGC) and Elon University Advancement
- Represent the SCG Campaign to classmates, faculty, staff, and alumni. Be the public voice of the campaign
- Work with Coordinator of Annual Giving to develop agenda for all committee meetings
- Lead all committee meetings
- Maintain convenient bi-weekly meetings with Coordinator of Annual Giving
- Understand and articulate Elon partner, advocate, investor message to current students
- Help design and steer the committee’s campaign strategy
- Monitor progress-to-goal and sustain participation on or ahead of pace
- Provide comprehensive committee leadership and coordinate activities for volunteer support:
  - Synchronize efforts by holding regular meetings with vice-chairs and the committee
  - Consistently provide members with the tools and information necessary for team success
  - Ensure each member and liaison remains active and performs to their highest potential
- When necessary take the lead on major projects
- Support, motivate, and thank committee members and leaders for their volunteer work

Communications Director (Marketing & Social Media)

- Utilize technology including the senior class giving website and social media accounts to promote the senior class giving campaign
- Create email campaigns to communicate with seniors about senior class giving
- Develop and implement social media strategic plan for 2015/2016
- Work with SCGC Social Media Assistant to keep website and social media sites updated
- Manage and regularly post on the Class Facebook page
- Explore social media options for the SCGC (Twitter, Instagram, etc.)
- Coordinate and execute social media ambassador plan for committee members and liaisons
- Create one campaign per quarter to engage Facebook followers
- Advertise SCGC events and information through visual media around campus, social media, and interactions with campus publications and through other necessary means
- Work to support other leadership members’ needs to assist with events, marketing, and recruitment
- Collaborate with University Communications and campus student organizations to spread the word about the campaign and events on other university social media accounts
SOCIAL MEDIA ASSISTANT(S)

- Utilize personal social media accounts to promote the senior class giving campaign
- Assist the Communications Director with implementation of the social media strategic plan
- Manage and regularly post on assigned social media accounts for SCGC, including the Class Facebook Page
- Post each council meeting and important committee updates in Team SCGC on Facebook

STUDENT RELATIONS DIRECTOR

- Primarily responsible for overseeing SCGC liaisons
- Ensure that liaisons are properly trained
- Communicate regularly with liaisons and receive updates on affinity giving
- Monitor progress and drive results from committee members and liaisons
- Create incentives and competition among groups to encourage participation
- Coordinate committee members’ and liaisons’ 100% group solicitations
- Maintain rosters in shared online documents and keep committee members up to date

ACTIVITIES & EVENTS DIRECTOR

- Plan and execute events and activities for seniors with assistance of Coordinator of Annual Giving
- Create and update a calendar of senior events
- Provide event information to Communications Director for website and social media updates
- Develop event ideas
- Manage event logistics
- Complete an event planning checklist for every event
- Coordinate volunteers for all activities and events
- Develop and provide event evaluation forms when applicable
- Plan at least 2 Moseley tabling events a semester
- Assist Office of Alumni Engagement with planning for senior meeting, wine etiquette dinner, champagne toast donor reception, senior picnic and other annual events

STEWARDSHIP DIRECTOR

- Create and execute a stewardship plan for senior donors
- Collaborate with University Advancement’s Office of Donor Relations on stewardship plan
- Initiate and maintain incentive programs to increase senior donors
- Manage google document tracking stewardship progress and completion
- Responsible for ensuring 100% stewardship of senior donors