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 representatives
• Ensure that representatives are properly trained
• Communicate regularly with representatives and receive updates on affinity giving
• Monitor progress and drive results from committee members and representatives
• Create incentives and competition among groups to encourage participation
• Coordinate committee members’ and representatives’ 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