

# **Kansas State University | Student Foundation**

## **K-State Proud Student Campaign**

### **Application Contact:**

*Christopher Kellenbarger*  
Vice President of Student Campaigns  
Kansas State University Student Foundation  
K-State Proud Student Campaign  
2323 Anderson Avenue, Suite 500  
Manhattan, Kansas 66502 - 2911  
ckellenbarger@gmail.com  
(316) 253 - 1423  
[www.k-stateproud.org](http://www.k-stateproud.org)

### **Verification Contacts:**

*Jennifer Rettele-Thomas*  
Senior Director of Development  
College of Human Ecology  
Co-Advisor Student Foundation  
Kansas State University Foundation  
2323 Anderson Avenue, Suite 500  
Manhattan, Kansas 66502 - 2911  
(785) 532 - 7592  
[jenniferr@found.ksu.edu](mailto:jenniferr@found.ksu.edu)

*Mindy Weixelman*  
Senior Director Annual Giving  
and Student Programs  
Co-Advisor Student Foundation  
Kansas State University Foundation  
2323 Anderson Avenue, Suite 500  
Manhattan, Kansas 66502 - 2911  
785-532-7523  
[mindyw@found.ksu.edu](mailto:mindyw@found.ksu.edu)

# Table of Contents

Cover Letter from Chris Kellenbarger, Vice President of Student Campaigns.....	1
Cover with contact and verification information.....	2
Table of Contents.....	3
Part 1   Our Plan.....	4
Part 2   Our Story.....	8

# Part 1 | Our Plan

## History of the Program

The Kansas State University Student Foundation acts as a bridge between the student body and the KSU Foundation. KSU Student Foundation develops, coordinates, and performs various programs throughout the year that advance the missions of the KSU Foundation and the K-State student body. Our goal is to educate the student body about the importance of philanthropic giving, mold students into altruistic citizens, and to prepare them to become annual donors to the university after graduation.

During August of 2006 at the CASE/ASAP Network Convention, a small group of KSU Student Foundation members attended a session about student fundraising efforts. This presentation inspired them to create a student philanthropy at K-State. Upon their return home, these students went to K-State central administration and asked what the greatest challenges on campus were for students that a philanthropic campaign could address. The administration identified several areas of need that were then taken to student focus groups across campus comprised of a variety of students representing numerous organizations. The overwhelming consensus was a dire need for funds to help those students struggling through the most difficult of financial times. Thus, the impetus behind the current success of the K-State Proud Student Campaign was born. The campaign centered on a week in the beginning of the spring semester when students could contribute donations toward Student Opportunity Awards for fellow K-State students in need. Today this week and the entirety of the K-State Proud Student Campaign stands as a valued K-State tradition.

## Year One

The campaign launched in February of 2007. Student leaders within the KSU Student Foundation invited an Advisory Board of 35 students to join the core campaign team by including them in the marketing of the campaign's mission, generation of clear and consistent messaging, and building of key relationships with organizations and individuals across campus. This larger compilation of students served as the core group of students responsible for the success of the initial K-State Proud Student Campaign because of their ability to think innovatively and their diligence to lay the foundation for a growing campaign.

The core campaign team developed parameters for contributions: with a \$10 minimum donation to the campaign, students receive a K-State Proud T-Shirt as a gift for their contribution. The call-to-action for students was to spread the word about the campaign's purpose and to also wear their shirt as a symbol of pride. As much of the efforts behind the campaign during the first year were grassroots in nature, so was the capstone event encouraging students to wear their black K-State Proud shirts to the men's basketball game the last day of the campaign in an effort to "Black Out Bramlage."

During the first year of the campaign, KSU Student Foundation and the K-State Proud Advisory Board set a goal of raising \$3,500 for Student Opportunity Awards. During the night of the volunteer kick-off, they more than accomplished that goal. KSU Student Foundation reacted quickly by raising the first year's goal to \$35,000. By the end of campaign week K-State students contributed over \$62,500 for Student Opportunity Awards. From that moment on the K-State Student Foundation began to think *big* when it came to student philanthropy.

This grass roots campaign set the bar high, but the leaders in this first year understood the importance of documenting a campaign. As Student Foundation hosted campaign events in the first year, they recorded every detail of their decision-making process. From the preliminary brainstorming sessions during the focus groups to the minute details of each day during campaign week, every one of these efforts laid the foundation of a tradition by ensuring the idea was well documented during year one.

The final major benchmark during the first year of the campaign was Student Foundation's outreach to its first corporate sponsor, GTM Sportswear, to help underwrite the cost of the t-shirts. Thanks to GTM and the KSU Foundation, the first year's costs were completely covered, allowing 100% of student donations to go back to students.

### **Growth and Development of Student Philanthropy**

As the campaign is in its sixth year on K-State's campus, Student Foundation is able to evaluate its growth and success as a program based on the following benchmarks:

- *Rubber Stamped as a Valued K-State Tradition:* Students anxiously wait for the unveiling of the new student-designed logo each fall semester. In addition, K-State Proud is often utilized as a recruitment tool by the Dean of Student Life and commended yearly for its benefit to the student body by the Student Governing Association. Finally, K-State Proud is represented at major K-State events throughout the year including Homecoming, football game halftime shows, orientation and enrollment, K-State Singer's shows, and more.
- *Repeat Donors:* The campaign's efforts are able to now shift to targeted marketing as many donors already know about the campaign and give annually. Thus, the focus of the campaign planning teams is to educate new students to campus and those not reached by traditional mediums of communication.
- *Magnet to Individuals and Organizations:* During the fifth year, campaign leadership experienced a number of individuals and organizations seeking partnership with K-State Proud for events benefiting Student Opportunity Awards. In response to this need, the campaign launched a sub-campaign called *Passions for Proud*, where individuals and groups can utilize their passion to benefit Student Opportunity Awards (ex: running the Chicago Marathon and designating your charity as K-State Proud).
- *Funds Raised:* After 7 years, the campaign has raised over \$650,000 for Student Opportunity Awards to be allocated to students who have exhausted all other forms of financial assistance.

- *Student Opportunity Awards:* After 7 years, the campaign has more than 300 Student Opportunity Awards to students who have exhausted all other forms of financial assistance.
- *Corporate Sponsorships:* In addition to the corporate support received by GTM Sportswear, in 2008 COX Communications committed to donating \$35,000 to underwrite the expenses of the campaign and use excess funds for expenses as a donation to the Student Opportunity Award Fund. In 2010, Cox Communications increased their corporate sponsorship to \$45,000.

## **Program Planning Process**

- Phase One: Pre-Campaign Planning
  - April: Selection of new Co-Chairs and transitions.
  - August-September: Co-Chair and Student Foundation Executive Board Retreat.
  - September: Select Honorary Chair.
  - September: Select Advisory Board and establish campaign goals.
- Phase Two: Campaign Planning
  - October: Logo selection made by student body participating in an online survey from student-designed logos.
  - November-December: Prepare marketing and communications information. Finalize February campaign details (Events, etc).
  - December: Begin recruiting student volunteers by visiting groups, living organizations, and hosting events in the Residence Hall dining center.
  - January: Finalize campaign week schedule and host Volunteer Kick-Off.
- Phase Three: Advance Gifts
  - January: With the help of K-State Proud volunteers, begin accepting lead donations from influential student groups.
- Phase Four: Public Launch
  - February: Campaign Kick-Off.
  - February/March: Campaign Week: Each day has a unique theme tailored to a different niche of students.
- Phase Five: Post Campaign
  - March: Complete campaign wrap-ups, evaluations, and documentation

## **Committee Structure**

Through the 2011-2012 and 2012-2013 campaigns, K-State Proud has completed a restructuring in an effort to bring the campaign back under the guise of KSU Student Foundation. Due largely to the success of the campaign, KSU Student Foundation grew and became able to recruit the talented type of students previously found on Advisory Board. Therefore, the current structure is as follows: the campaign is overseen by Student Foundation's Vice President for Student Campaigns. This student facilitates the three/four co-chairs and assistant co-chair pairings. From there, KSU Student Foundation members preference which committee they would like to work with, and are divided equally to serve under the leadership of the co-chair. Much of the work is decentralized in committee meetings, yet once a month there is an all-committee K-State Proud meeting to conduct educational programming and further the unified goals of the campaign.

## **Purpose**

*Student Opportunity Awards:* To help students who have exhausted all other financial options and are at risk of leaving Kansas State University.

*Educate about philanthropy:* Focus on individuals and groups that understand altruism and philanthropy

## **2013 Campaign Goals**

- 6,000 students contribute financially to the campaign: Contributions of this many students would show continued growth of the campaign's effectiveness.
- Raise \$135,000: As of March we have raised more than \$105,000.

## **Program Budget**

K-State Proud operates on a \$20,000-\$25,000 budget. The budget is allocated as follows: 44 percent is given for t-shirt costs, 24 percent is given for athletic sponsorships, 16 percent is given for various marketing, printing, and communication costs, eight percent is given for event costs, and eight percent for miscellaneous expenses incurred.

## **Program Results**

The Kansas State University Student Foundation's K-State Proud: Students Changing Lives Campaign raised \$62,572 the first year, and today has raised over \$650,000 to help K-State students. Each year the campaign set benchmarks for monetary collections and has surpassed this benchmark nearly every year. This \$650,000 has been given directly back to students in need. To date there have been over 300 students awarded Student Opportunity Awards, allowing them to continue their education at K-State. The true success of the campaign should not be measured solely in the dollars raised, but rather in the number of students impacted. As the KSU Student Foundation continues to grow the campaign. They reach new students and share with them the importance of student philanthropy. Each year thousands of students donate, volunteer, and help their fellow students because they have come to understand the purpose and importance of the K-State Proud Campaign.

## **Awards and Special Recognition**

- Congressional recognition by U.S. Senator (former Congressman) Jerry Moran on February 24, 2010, on the floor of the U.S. House of Representatives as "a model for other universities."
- Facilitated a session at the 2010 CASE/ASAP Network Conference ("K-State Proud: Innovative Student Philanthropy")
- Presented a webinar for CASE/ASAP ("K-State Proud: From an Idea to a Tradition")
- Big 12 Development Conference Keynote Presenter with Baylor University
- Facilitated a session at the 2011 CASE/ASAP Network Conference ("Getting the Word Out!: Campaign Success Through Better Marketing")
- Facilitated 2 sessions at the 2012 CASE/ASAP Network Conference ("Students Helping Students: Responding to University Needs through the Traditions of Student Philanthropy", "Students Leading Students" )

## **Publicity and Media Coverage**

- ESPN: National news coverage of the campaign during the 2010 basketball game
- Frequent feature in “Good for K-State” Magazine
- Go Powercat Magazine
- “The K-Stater” Magazine
- Kansas State Collegian (student newspaper)
- Radio: 1350 KMAN and 91.9 FM
- YouTube
- Large social media presence on Facebook and Twitter
- Incorporated into all major university recruiting materials: video ad campaigns, printed materials, etc.

## **Tried and True**

Simply put, K-State Proud stands alone in comparison to other student programs because it tested the pulse of the university, identified a challenge many students face each year, and provided a supplemental solution that the government nor university administration could create. Furthermore, this idea that a few students created has become a tried and true piece of KSU Student Foundation’s, the KSU Foundation’s, and Kansas State University’s tradition. Yet what is truly magical about K-State Proud is its magnetism beyond K-State’s campus. Each month a new university approaches this campaign’s student leadership about how to begin a student philanthropy like K-State Proud on their campus. As tried and true stewards of philanthropy, the K-State Proud Student Campaign willingly participates in webinars, conference calls, e-mail exchanges, and personal visits to lend a hand to all interested in teaching altruism to students.

## Part 2 | Our Story

Below are the links to our Youtube videos:

(1:55) <http://www.youtube.com/watch?v=wi3uk65PsLc&hd=1>

(1:01) [http://www.youtube.com/watch?feature=player\\_embedded&v=zuQkAIf27-Y](http://www.youtube.com/watch?feature=player_embedded&v=zuQkAIf27-Y)