



Setting Sail for

Hampton University



A Crowdfunding Guide for the Pirate Alumni Network

Charting the course to *philanthropic success*

To implement an effective crowdfunding and social media campaign for Hampton University, it is essential to follow a structured approach that leverages best practices from successful institutions. This guide is designed for Hampton University alumni, regardless of their National Hampton Alumni Association membership status, to empower them in raising funds for their alma mater through social media and peer networks.

A Step-by-Step Guide to Crowdfunding for Hampton University Alumni

In today's interconnected world, the spirit of "Home by the Sea" can extend far beyond our beautiful campus, reaching every corner where a Hamptonian resides. Crowdfunding, coupled with strategic social media engagement, offers an unprecedented opportunity for alumni to directly impact Hampton University's future. Whether it's to celebrate a birthday, honor a milestone, or establish an endowed scholarship, your collective power can chart a new course for our beloved institution.



HBCUs Enroll a Disproportionate Number of Black Students: HBCUs represent only 3% of all higher education institutions but enroll 10% of all Black college students in the US, according to UNCF.

"The happiest people are those who do the most for others. The most miserable people are those who do the least."

- Booker T. Washington

+25%

For every \$1 given by white households annually to charity, Black households give \$1.25.

37.33%

The median endowment for HBCUs is a little more than $\frac{1}{3}$ that of non-HBCUs

-30.7%

The percentage decrease in funding for HBCUs from large U.S. foundations between 2002 and 2019

*Anchoring
Your Vision*

*Planning
Your Voyage*

*Readying
Your Ship*

*Sharing Your
Saga*

Define Mission & Goal

Plot Your Campaign Coordinates

- Articulate your "why".
- Be specific to Hampton needs
- Set realistic financial target

Select Your Preferred Platform

- GoFundMe/Givefy: broad reach
- University-specific options

Tell Your Hampton Story

- Share personal connection
- Explain Hampton's impact
- Use vivid language, visuals

Highlight Impact

Quantify Your Vision

- Benefit to students and/or community
- Hampton's achievements

Sing Our Praises

- Refer to alumni giving rank
- Highlight notable alumni and visitors

Inspire Your Network

- Engage emotions to drive contributions
- Connect donors to Hampton's legacy

HBCUs Overproduce Black Professionals: HBCUs produce a large percentage of Black professionals in various fields, including 80% of Black judges, 50% of Black doctors and lawyers, and 40% of Black engineers.

Hoisting the sails



Launching Your Crowdfunding Campaign: Timing Is Everything!

Once your plan is solid, it's time to set sail and launch your campaign. This involves strategic timing and a multi-channel approach.

- **Align with Key Dates:** Launch your campaign around significant dates like Homecoming, your class reunion, national giving days (e.g., #GivingTuesday), your birthday, or other personal milestones.
- **Consider University Calendar:** Coordinate with Hampton's official giving campaigns if possible. Their larger marketing efforts can amplify your individual reach.
- **Example:** During Hampton's Homecoming, a fraternity chapter could launch a "Pirate's Brotherhood Challenge" to fund a specific campus beautification project, leveraging the high energy and alumni presence on campus.

Choose Your Channels

Focus on platforms where you have the strongest network and engagement (Facebook, Instagram, LinkedIn, X/Twitter).

Cross Promotion


Encourage your network to share your campaign across their platforms. Provide them with easy-to-copy text and links.

Provide Regular Updates

Post consistently. Share progress, thank donors publicly (with their permission), and reiterate the "why." Use compelling visuals (photos, short videos).

Demonstrate Impact

Example: Howard University leverages social media extensively during its annual giving campaigns, often featuring student testimonials and faculty spotlights to demonstrate impact, which individual alumni can then share to their networks.



Produce a significant number of graduates: HBCUs confer a substantial number of degrees, with over 48,800 conferred in the 2021-2022 academic year.

Navigating through the *high seas*

Campaign Management and Engagement

A successful campaign requires ongoing engagement and transparent communication to keep donors invested and motivated.



Engage Your Network

- **Personal Outreach:** Don't just rely on posts. Personally reach out to friends, family, and colleagues who have a connection to Hampton or believe in your cause. A direct message or phone call is far more effective.
- **"Peer-to-Peer" Fundraising:** Encourage your initial donors to become fundraisers themselves. Provide them with the tools and talking points to share your campaign with their networks. This is a cornerstone of successful crowdfunding.

Challenge Your Peers

- **Example:** Spelman College often encourages individual giving challenges among its alumnae, empowering them to create personal fundraising pages and solicit donations from their networks, demonstrating a strong peer-to-peer model.

Best buy in higher education: HBCUs are often more affordable than other institutions, with an average cost 28% lower than comparable colleges and universities, according to The Century Foundation.

Beyond the *horizon*

Implement Creative Engagement Strategies

- **Matching Challenges:** If you have a lead donor willing to offer a match, announce it to energize giving. "Every dollar you give will be matched, doubling your impact!"
- **Milestone Rewards:** Offer small, non-monetary "rewards" for reaching certain milestones (e.g., a personalized thank-you video from a student beneficiary, a virtual tour of the funded project).
- **Live Events/Challenges:** Host a virtual event (e.g., a "Hampton trivia night" where donations are encouraged) or a physical challenge (e.g., run a 5K and ask for pledges per mile).
- **Example (Personal Milestone):** Instead of a traditional gift registry for a wedding, a Hampton alumni couple could establish a "Hampton Legacy Fund" registry, asking guests to contribute to an endowed scholarship in their name.

Express Your Sincere Gratitude

- **Timely Thank-Yous:** Send personalized thank-you messages promptly. A handwritten note or a heartfelt email goes a long way.
- **Impact Reports:** Share updates on how the funds are being utilized. If your campaign contributed to a larger university initiative, share the overall impact report once available.
- **Example:** Post a video of a student benefiting from a scholarship you helped fund, expressing their gratitude and explaining how it has impacted their Hampton experience.



Location & Classification: There are 99 HBCUs located in 19 states, the District of Columbia, and the U.S. Virgin Islands. Of the 99 HBCUs, 50 are public institutions and 49 are private nonprofit institutions

Drop your anchor

Closing Your Campaign

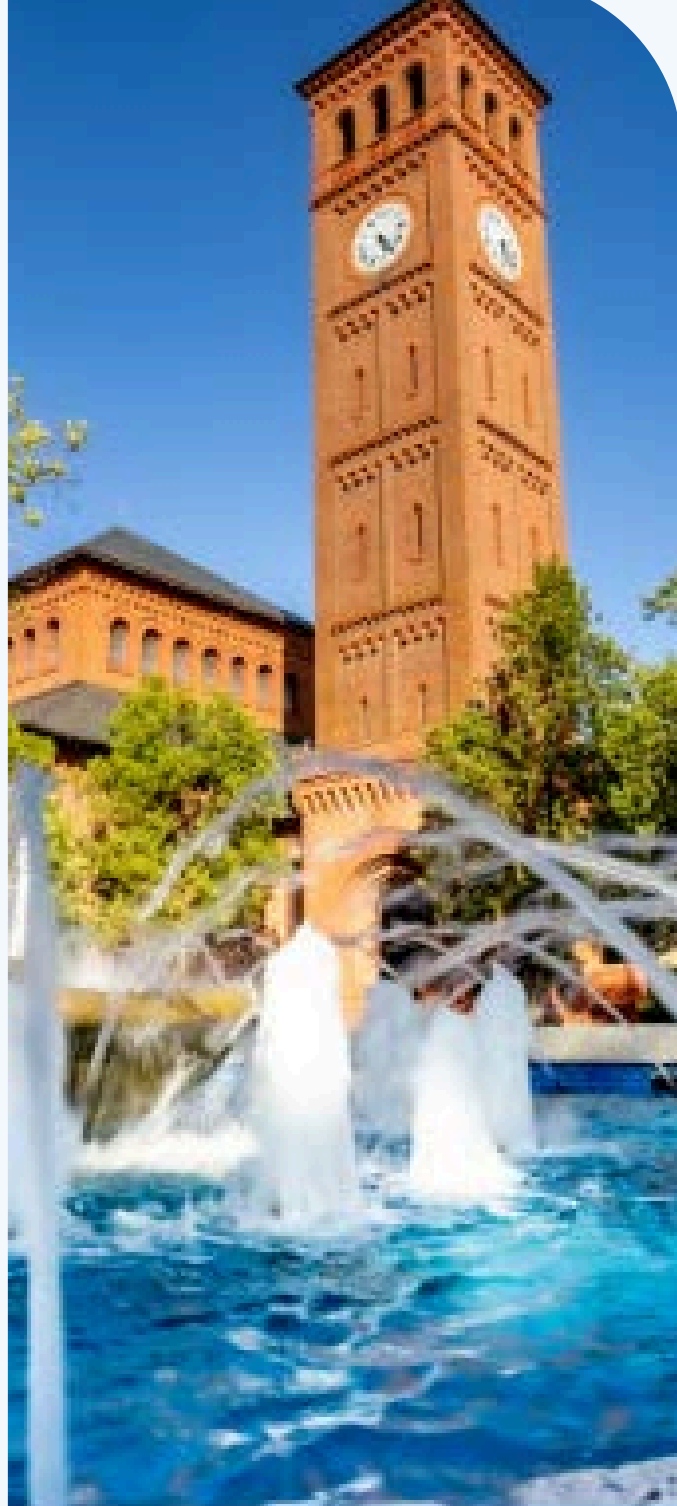
When your campaign reaches its conclusion, ensure a clear wrap-up and lasting appreciation.

Celebrate Success

Announce your final total and thank everyone who contributed and shared your campaign. Celebrate not just the money raised, but the collective spirit of the Hamptonian community.

Long-Term Engagement

Encourage donors to stay connected with Hampton University and consider ongoing support.



Homeward Bound: A Call to Action

Your journey powers Hampton's destiny. Embrace this guide, ignite your network, and join us in forging a future of unparalleled excellence for our 'Home by the Sea.'

Diverse Student Body: While historically serving the Black community, many HBCUs now enroll a racially diverse student body.

ABOUT THE OFFICE OF ADVANCEMENT & EXTERNAL ENGAGEMENT

Many dedicated Hampton University alumni, while deeply committed to supporting their alma mater, may seek enhanced strategies for impactful fundraising. The Office of Advancement aims to serve as a comprehensive resource, empowering our alumni network with the knowledge and skills needed to craft winning appeals, secure vital gifts (including grants), and achieve their philanthropic objectives for Hampton University.

The Office of Advancement serves as a strategic partner, offering specialized services and resources to Hampton University alumni networks, departments, schools, and units. Our support includes:

- **Workshops & Training:** Covering fundraising and proposal development.
- **Guides & Resources:** Templates, data insights, and strategic frameworks.
- **Direct Consultation:** One-on-one project guidance.

These services empower our partners in:

- **Fundraising Strategy:** Crafting effective approaches.
- **Grant & Proposal Development:** Enhancing funding applications.
- **Donor Engagement:** Building lasting philanthropic relationships.
- **Capacity Building:** Strengthening internal growth capabilities.

The Office of Advancement empowers Hampton University's alumni networks, departments, schools, and units to craft winning proposals that secure funding, develop effective fundraising strategies, and strategically leverage institutional resources to maximize philanthropic support.

CONTACT US

Office of Advancement and External Engagement

200 William R. Harvey Way
Hampton, Virginia 23668
757-727-5356

marc.newman@hamptonu.edu
www.HamptonU.edu

