STUDENT PHILANTHROPY
AT USC VITERBI

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Something to Think About….

• Are there any specific **projects** your team will be working on this year?

• Are there any **competitions, trips, or conferences** that you and your team want to attend?

• Do you and your team have enough or all the **supplies and resources** you need for the year (e.g. for meetings, marketing, recruitment, etc.)
Fundraising at USC Viterbi

How can Viterbi Advancement Help? What do we do?

Fundraise (specifically for engineering) to support the infrastructure of the school.

- Scholarships/Fellowships
- Research Programs
- **Student Programs** *(e.g. Student Teams)*
- Classroom and laboratories
- Student Emergency Funds
How do we do it?

Ask alumni, parents, friends, community members and corporations for gifts

- In person
- Phone
- Email
- Mail
- Crowdfunding
Student Fundraising

USC Ignite Campaign
USC’s online fundraising tool that allows USC faculty, staff and students to promote and raise funds for their projects/causes.

Benefits
- Gifts are deposited directly into a USC fund
- No fees
- Gifts tax-deductible
- List of donors for future support

ignite.usc.edu
Working with Engineering Students for Immediate Support

Past Collaborations

- USC ASCE (American Society of Civil Engineers)
- USC ASBME (Associated Students of Biomedical Engineering)
- EWB-USC (Engineers Without Borders)
- USC MCAA (Mechanical Contractors Association of America)
- MEDesign USC
- USC NSBE (National Society of Black Engineers)
- USC Racing
- Robogals USC
- SC Solar Car
- SparkSC
Example of Engineering Team Ignite Campaign

ignite.usc.edu/uscasce
How to Get Started & The Process

*Six Steps to Creating an Ignite Campaign*

About **3 months** before you are ready to start fundraising for your cause:

1) **Email a short summary about the campaign** (to jane.ong@usc.edu), include:
   - Who is your team/organization?
   - What you are raising funds for?
   - How much is your goal?

2) **An application will be sent to the Provost’s Office** on your team’s behalf for approval for an Ignite campaign.
Six Steps to Creating an Ignite Campaign (continued…)

3) Team to provide detailed campaign information
   (e.g. text, photos, video, links, etc.)

4) The campaign template is built
   (once campaign mission is approved by Provost’s Office)

5) Campaign is approved and goes LIVE
   (once approved by team and Provost’s Office)

6) Fundraising begins!
Tips and Tricks for Success

1) **Assign a team lead/contact** for your team’s campaign (someone on your team who will be responsive to emails)

2) When it comes to fundraising:
   - **Post the campaign on your team’s social media pages and website.**
   - Make sure **everyone in your organization promotes the campaign too!** (e.g. personal social media pages, emails to friends and family, through word of mouth. etc.)
   - **Post updates on all of these channels and encourage people to give.**
   - **Have members of your team make small gift periodically** (e.g. $5.00, $10.00 or what they can) to help show growth and movement.
   - **PROMOTE! PROMOTE! PROMOTE!**
Thank you!

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ignite.usc.edu/scsolarcar2020  ignite.usc.edu/asbme
Other USC crowdfunding examples:
ignite.usc.edu