Alumni support of fund-raising is essential to Emory’s continuing success. Alumni giving weighs heavily in university rankings as a “vote of confidence” in the school. Annual and major gift support fund a considerable amount of Emory’s operating budget.

Awareness and engagement with University are the first steps to fund-raising. Chapter and interest groups play a significant role as the front line of the University in the field. Your work in hosting activities and building a local community is vital.

Groups can choose to raise awareness about fund-raising, participate in current fund-raising projects, or find ways to support fund-raising through their programs.

Value to Emory and Group Mission

Chapter and interest group activities in the Campaign Module directly relate to Emory’s ability to execute its strategic themes and plan. Alumni involvement is critical to the success of Campaign Emory.

Examples

- Fund-raising activities for groups: participation drives, additional registration fees, events
- Emory Annual Fund activities: Dinner with 12 Strangers, Adopt-A-Scholar, Dine with Nine
Alumni financial support of Emory is critical. It funds valuable research and supports current students. It enables Emory to grow and signals your trust and investment in the University.

Chapters and interest groups can be involved in fund-raising in several ways. Involvement depends on the group’s level of interest and time commitment.

Have an honest conversation among group leaders regarding interest in and comfort with fund-raising. Come to a consensus regarding the priority of fund-raising for the group.

You can receive in-kind gift credit for any unreimbursed costs related to the chapter or interest group that you incur, like sponsoring food at happy hour or a mailing. Explore the ideas below as fund-raising initiatives for your group.

100 % Participation or Participation Drives

100 percent annual fund participation of your leadership board can be the first step in fund-raising and is a powerful message of your commitment to the University. You can also work to increase participation in your area.

Above & Beyond Registration Fee

You can tag fund-raising onto an existing event by asking attendees to pay a higher fee than the event registration. The additional amount will go to the University-wide fund of your choice. For example, charge $15 for a $10 event and give the additional $5 to Emory Advantage. You must allow registrants to opt-out of the additional fee. We’ll handle the logistics of getting the money to the right place.

Events

Large scale or existing events can donate part of their proceeds to a specific fund. There are rules regarding notification of registrants, tax-deductible amounts, and gift acknowledgement. Work closely with your EAA representative to determine these rules within the context of the event. Note that raffles are illegal in many states. Emory discourages fund-raising-only events, as it is difficult to break even or raise money.
The EAA works closely with our partner, the Office of Annual Giving (OAG), to encourage alumni participation in annual fund-raising. Emory defines an annual gift as one that is repeatable and increasable.

Group or individuals can direct an annual gift to any area of Emory that is preferred. Want to support your student organization or athletic team? Or make financial aid possible? They offer a variety of options and gift schedules.

They also have several fund-raising programs in which individuals and groups can participate. The EAF will handle preparing and sending invitations and assisting with logistics.

Participate in ways that you as an individual or the group find significant. Your time, your leadership, and financial support are deeply meaningful to Emory.

Dinner with 12 Strangers
Atlanta alumni are invited to host dinners, at no cost to their guests, for 10-12 people, including faculty members. If you don’t have room for 12, feel free to host a smaller dinner. These gatherings can be as formal or as casual as the host desires and can take place in the alumnus/a’s home, outdoors, or at a restaurant. You will help bring together and bridge the gap between current Emory students and alumni. Alumni who participate will be given in-kind gift credit for the cost of providing dinner.

Adopt-A-Scholar
For an annual cost of $2,500 or more for scholarship support, a deserving Emory student will be named as a scholarship recipient. Every year, sponsors are given the opportunity to meet the student(s) benefitting from their assistance at an annual dinner. Individuals or groups can sponsor and Adopt-a-Scholar.

Dine with Nine
Volunteers are invited to host intimate gatherings where they can share their Emory experiences with University alumni, parents, and friends over a good meal. These small gatherings give you a chance to network with members of the Emory family in a casual environment while reconnecting with the University. The event cost will be counted as an in-kind gift to Emory.