



# PIZZA

# & positivity



**KATY KELLY**

COMMUNICATIONS AND OUTREACH LIBRARIAN

**NICHOLE RUSTAD**

DIGITAL PROJECTS AND GRAPHIC DESIGN MANAGER

ENGAGING INITIATIVES TO  
CONNECT ALUMNI TO THE LIBRARY

Re-engage alumni and foster a connection with current students. University of Dayton's alumni-funded pizza party right before finals week and note-writing drive, "Finals Friends," provide positive vibes for all involved.

## OBJECTIVES

- Re-engage alumni and their memories of the library: FRIENDRAISING!
- Connect alumni with current students and student life.
- Provide stress relief for students studying for finals.
- Partner with alumni magazine and alumni relations to foster a working relationship.

## PIZZA FOR FINALS

- Program is coordinated by Alumni Relations. It was started by a recent grad and a university staff member, also a recent grad, who thought pizza would provide a great study break for students.
- Every Sunday night before finals week, Students Today, Alumni Tomorrow (STAT) the student alumni organization and alumni volunteers distribute the pizza in the library.
- A local pizza company owner offers a discounted rate.
- The giving opportunity for alumni is promoted as, *"Just \$15 will fuel four students for a long night of studying."*
- Everyone remembers studying for finals and you can draw on that emotion to get alumni to give to the program.
- Strong supporters of the program give enough to fund the program for an academic year.
- This year, Alumni Relations will be targeting recent graduates who have experienced the program to give back to it. We want to get young alums involved.
- The main challenge is getting the students to understand that the free pizza is made possible through the donations of alumni.

## POSITIVITY: FINALS FRIENDS

- Finals Friends is a note-writing drive for alumni to send well wishes to current students, coordinated by the library.
- Cross-promoted by the alumni magazine, Alumni Relations and library, beginning in March.
- Electronic submissions are accepted on the program website [go.udayton.edu/finalsfriends](http://go.udayton.edu/finalsfriends).
- Blank print cards are made available at alumni events such as Reunion Weekend and basketball game watching socials.
- Whether heartfelt (*"Wishing you the best of luck!"*) or humorous (*"I remember finals week — and I'm glad it's over."*), notes are delivered at random to students studying in the library for spring semester finals.
- Messages received electronically are shared by the library on Twitter using the hashtag #finalsfriends. Photos of student reactions are shared on University of Dayton's Facebook page.

### FINALS FRIENDS 2014

#### 52 ESUBMISSIONS

#### 4 PRINT CARDS

Watch a YouTube video about our other finals week services: <http://youtu.be/i1JkQGBB0Tk>



## FAST FACTS ABOUT FUNDRAISING

“to identify major gift prospects, look to those individuals who have made consistent smaller gifts year after year.” (Ercolano)

“While the library may have been instrumental in their successful academic career, alumni more often than not, feel no loyalty to it, as they might to their department, school, college, or even sports team.” “...connect the interests of potential donors with the goals and objectives of the library.” (Woodward)

“alumni endorsements play a powerful role in their choice of universities, so much so that for many, the alumni have become a strategic priority: providing an important network of supporters and advocates scattered across the globe, not only speaking highly of their alma mater, but indirectly and powerfully promoting the brand by association.” (Flegg)

“Raising funds for a library is often tied to marketing a library.” (Casey and Lorenzen)

## REFERENCES

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