YOUR LEADERSHIP CAN MAKE A DIFFERENCE.

INSPIRE ALUMNI TO GIVE THROUGH RUTGERS

Support is needed.

In 1990, 67 percent of the cost of a Rutgers education was funded by the state. Today, New Jersey covers only 32 percent of that cost. That means that students must take on more of the tuition burden.

There are more than 2,000 causes at Rutgers that need private funding to thrive. This includes support for student veterans, students with disabilities, cancer research, emergency assistance, climate research, advocacy, and women’s leadership programs. The list goes on and on.

All gifts matter.

If every Rutgers graduate were to give back, Rutgers students and faculty would benefit from $11.8 million in annual support.

*U.S. News & World Report* uses the number of alumni who give back as a factor in school rankings. The higher Rutgers’ rankings, the more valuable your degree. Higher rankings also lead to an increased interest from prospective students, which leads to stronger applicants. That, in turn, leads to even higher rankings and keeps Rutgers on an upward trajectory.

Alumni have a huge opportunity.

The number of alumni has increased significantly over the past 40 years. But the number of alumni who give back has been slow to catch up, thus decreasing Rutgers’ overall giving percentage. Last year, 88 percent of millennials made a gift to a nonprofit organization, so it is clear that young alumni are passionate about philanthropy. Because of this, it is critical that Rutgers alumni know they can show their scarlet pride by giving to their passions through Rutgers.

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Get Involved

Opportunities Need Everyone

Take advantage of Rutgers’ new crowdfunding platform, one.rutgers.edu, to raise funds for a project at Rutgers that you are passionate about. Crowdfunding campaigns typically last for 30 days and raise between $2,000 and $20,000. They are a great way to engage your chartered group in a meaningful way. If you are interested, a Rutgers University Foundation staff member will share best practices with you to help make your campaign a huge success! For more information, contact Yvette Martinez at ychoma@winants.rutgers.edu.

Share Your Scarlet Voice

Sign up for the newly launched social sharing platform, Scarlet Voice, to help spread the word about Rutgers. You will receive access to exclusive content to share on social media, allowing you to share positive news about Rutgers with your family and friends. There will be monthly prizes, games, and much more! Sign up today at Ralumni.com/ScarletVoice.

Participate in Giving Day

On Tuesday, December 1, Rutgers will join the international Giving Tuesday movement, which follows Black Friday and Cyber Monday. Please plan on being active on social media on December 1. With your help, the Rutgers community can reach its goal of bringing in more than 1,500 gifts in 24 hours. To make this day a success, Rutgers needs influencers like you to spread the word and encourage others to participate. For more information, contact Danielle Chirico at dchirico@winants.rutgers.edu.

Host an Innovation Session

Do you have ideas about how to encourage alumni to give? Rutgers University Foundation would love your input and invites you and your chartered group, colleagues, or other alumni friends to join an annual giving brainstorming session. This is a great opportunity to share ideas about how Rutgers can bring its alumni giving participation to the next level. For more information, contact Melissa Halpin at mhalpin@winants.rutgers.edu.