WE ARE WWU

a student-led scholarship drive

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2015
COMM 308
Communication and Fundraising

25 students in course
- Upper-division Communication Studies course
- Some non-majors
- Wide range of professional goals

recruit 10 supporters each
- Each student is charged with recruiting 10 supporters (donors)
- Supporters are primarily students, family & friends

brings $15,000 pledge
- Supporters pledge $5/mo for 1yr to WWU
- If each student meets recruitment goal, pledge of $15,000 over next year
What can the Foundation do to support the drive?

- Deductions
- Webpage
- Support
- Outreach
- Institutional
- Backing
1. **Total Donations**
   250 donors @ $5/mo = $1,250/mo = $15,000/yr

2. **Communication Studies**
   $7,500 in student scholarships for departmental majors

3. **Recruitment Scholarships**
   $7,500 for recruitment of new students to WWU, general pool

4. **Total AY '15-'16 Scholarships**
   10-30 students stand to benefit from the distribution of funds

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**Funds Scholarship Distribution**

- **100%**
- **50%**
- **50%**
- **+/−15 students**
"If you can't feed one hundred people, then just feed one."

Mother Teresa
PHILANTHROPY IS FOR EVERYONE