



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

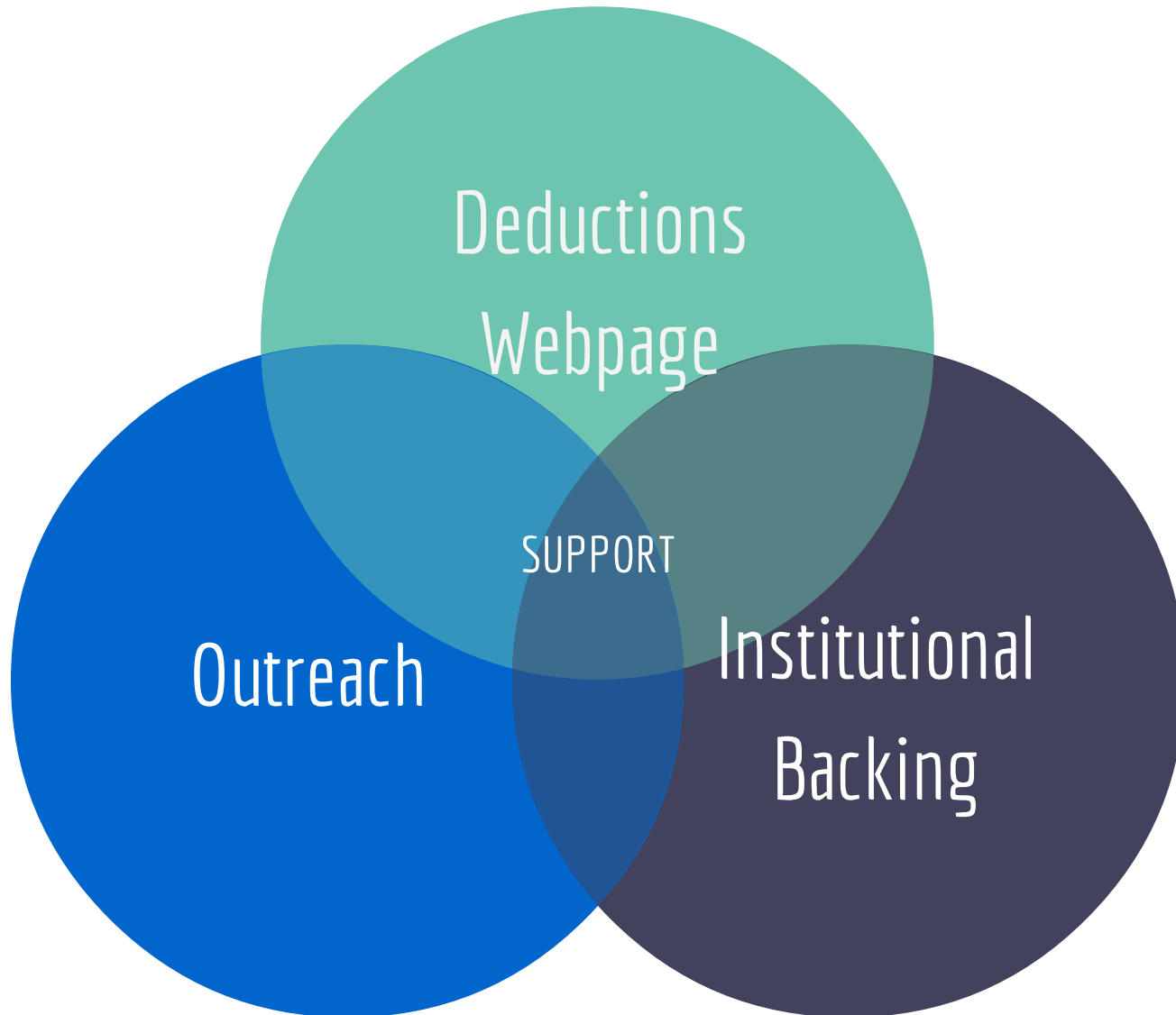
- Each student is charged with recruiting 10 supporters (donors)
- Supporters are primarily students, family & friends

### brings \$15,000 pledge

- Supporters pledge \$5/mo for 1yr to W/WU
- If each student meets recruitment goal, pledge of \$15,000 over next year



What can the Foundation do to support the drive?



# FUNDS

## SCHOLARSHIP DISTRIBUTION

100%

50%

50%

+/-15  
students

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  
W/WU, general pool

4

### Total AY '15-'16 Scholarships

10-30 students stand to  
benefit from the  
distribution of funds



UMMM... WE ARE KIND  
OF HOPING FOR MORE  
THAN \$60 FROM DONORS.

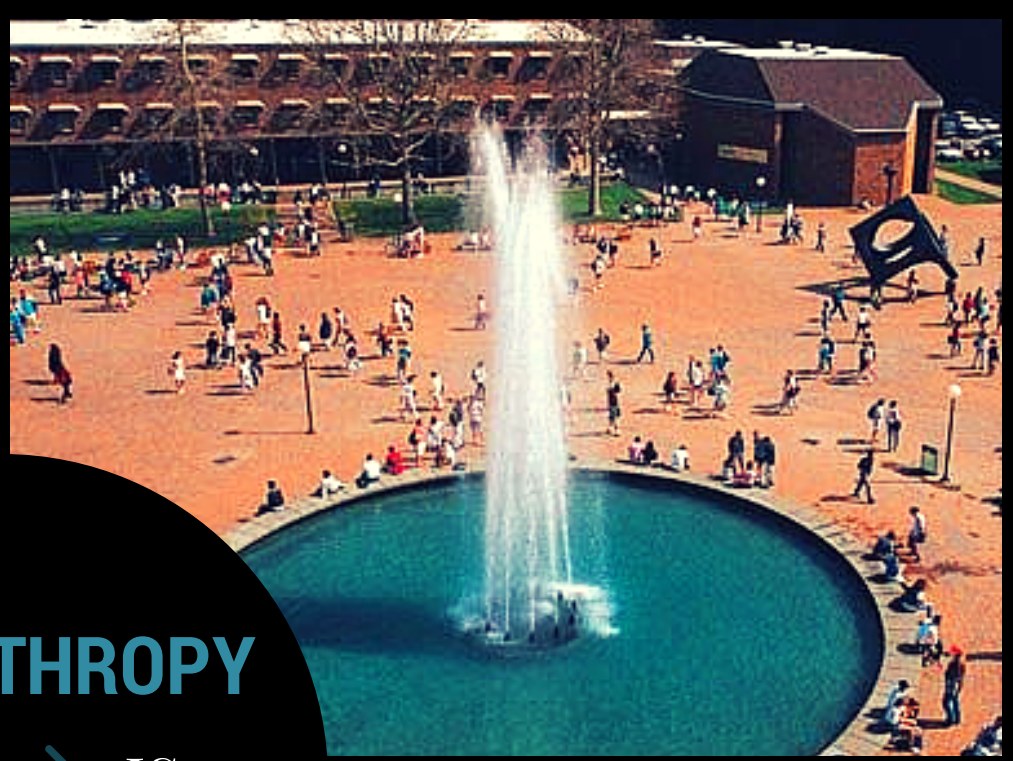
"If you can't feed  
one hundred

people  
then just

feed one."



Mother Teresa



PHILANTHROPY  
→ IS  
FOR EVERYONE

