



# **1834 Campaign**

*2016 - 2017*

*1834 Committee and Executive  
Committee Application*

Greetings!

On behalf of the Office of Alumni Engagement, we are excited about your interest to serve on the 1834 Campaign Committee. In this packet you will find the various leadership opportunities available along with a brief description of what is expected.

After reading the following information, please complete the Google Form application via the link found at the bottom by **Wednesday, October 26, 2016 at 10 p.m.** to be considered!

Thank you again for your interest. We look forward to reviewing your application!

Go Deacs!

Anthony Tang & Chelsea Klein  
*Office of Alumni Engagement*

### ***Brief History***

In previous years, the *1834 Campaign* was known as the *1834 Student Giving Campaign*. The organization has sought to educate students on the importance of what philanthropy is, the difference between an endowment and the annual fund and why giving even small amounts early on is important. This model has worked for growing participation numbers in our year-end push for the senior class but sustaining the momentum past graduation has fallen flat every time and that is not our goal. This year and moving forward, we are pushing for larger engagement with younger class years to establish a solid investment in the 1834 mission prior to senior year, graduation, and beyond. It is our hope that in the long term, this will setup our student body to become lifelong Demon Deacons.

### ***Why are we changing the name and creating a new model?***

Our goal is to create a dynamic and invested group of individuals who are passionate about educating the student body about what it means to discover, engage with, advocate for, and commit to, Wake Forest University. Ultimately, our goal is to send our graduates into the world with a strong understanding of Wake Forest history and the many different ways one can give back as an alumnus. The *1834 Campaign* is about much more than giving monetarily to the institution. This committee will lead the charge for the Office of Alumni Engagement in increasing students' affinity for the university during their time as a student and beyond.

### ***What will the 1834 Campaign Committee look like?***

The 1834 Campaign Committee will include 23 total members comprised of the following:

- Executive Committee
  - Co-Presidents (2)
  - Education Committee Chair (1)
  - Social Media/Marketing/Recruitment Committee Chair (1)
  - Events Committee Chair (1)
- Education Committee (6)
- Social Media/Marketing/Recruitment Committee (6)
- Events Committee (6)

## **Executive Committee Positions and Requirements**

### ***1834 Campaign Co-President***

- 1 Senior; 1 Junior
- Plan and execute *1834 Campaign* meetings
- Oversee *1834 Campaign* Committee Chairs
- Establish goals and monitor Campaign Committee progress
- Share updates with the group and send general emails
- Meet with advisor(s) monthly and as needed

### ***Education Committee***

#### *Education Committee Chair (1)*

- Junior or Senior
- Advise and oversee efforts of the Education Committee
- Meet/go through a crash course with the advisors on fundraising (the why/how) and everything in between.
- Serve as primary point of contact for the Education Committee for the co-presidents and advisors

#### *Education Committee Members (6)*

- Any class year
- Create materials/verbiage for educating others on what the 1834 Student Campaign
- Work with the Events team/committee to create at least one event for education on endowment, annual fund, restricted v. unrestricted funds and the Wake Will Campaign
- Maintain a working understanding of Wake Forest history and traditions
- Establish campus partners for education opportunities, as needed.

### ***Social Media/Marketing/Recruitment Committee***

#### *Social Media/Marketing/Recruitment Committee Chair (1)*

- Junior or Senior
- Advise and oversee efforts of the Social Media/Marketing/Recruitment Committee
- Meet with the advisors to determine budget related to marketing
- Serve as primary point of contact for the Social Media/Marketing/Recruitment Committee for the co-presidents and advisors

#### *Social Media/Marketing/Recruitment Committee Members (6)*

- Any class year
- Rebrand the organization and social media accounts to fit new vision, mission, and purpose
- Build social media following; Post/tweet on a regular basis to make sure engagement is high
- Order necessary swag items
- Recruit new members for each class with an inclusive and diverse focus

## ***Events Committee***

### *Events Committee Chair (1)*

- Junior or Senior
- Advise and oversee efforts of the Events Committee
- Meet with advisor to discuss budget for events
- Serve as primary point of contact for the Events Committee for the co-presidents and advisors

### *Events Committee Members (6)*

- Any class year
- Plan meaningful events for all classes, including all event materials, reservations, budget management, etc
- Work closely with ALL teams to make sure events are marketed properly but also that events help to educate/recruit others for our mission!
- Plan the calendar for each semester and alert the rest of the committee of when things are needed.

Thank you for taking time to carefully read through all of the above information. If you are interested in applying to be a member of the 1834 Campaign Committee, please visit the link below and complete the application form.

If you have any questions regarding the application process or the *1834 Campaign*, please contact Anthony Tang at [tangam@wfu.edu](mailto:tangam@wfu.edu) or Chelsea Klein at [kleincl@wfu.edu](mailto:kleincl@wfu.edu).

We look forward to reviewing your application!

Go Deacs!

[1834 Campaign Committee Application](#)