

MARQUETTE UNIVERSITY **SENIOR** CHALLENGE **22**

Senior Challenge is a student-driven campaign to increase donor participation among seniors at Marquette University. It provides seniors with the opportunity to give back and start an annual tradition of making a gift to support what they love most about Marquette.

Each year, seniors are challenged with surpassing the donor participation count of the previous classes to prove they are the best senior class Marquette has ever seen. Key efforts include Give Marquette Day and programming leading up to Graduation.

The success of Senior Challenge is dependent upon the establishment of a strong group of seniors to lead the charge!

Senior Challenge Committee opportunities include:

SERVE AS AN AMBASSADOR

Engage and educate fellow students about the importance of private support to the University. Share information about the campaign, letting them know about events and ask them to support Marquette.

LEAD BY EXAMPLE AND SOLICIT YOUR CLASSMATES

Donate to Senior Challenge in the form of a one time or recurring gift and solicit classmates to make a gift of their own.

ATTEND COMMITTEE MEETINGS

Attend monthly committee meetings and provide constructive input from students to help Senior Challenge meet its goals. At meetings, discuss marketing ideas, incentives, and plan events.

ORGANIZE AND ATTEND EVENTS

Work with fellow committee members and organize partnerships with student organizations and groups to increase participation and diverse event attendance. Promote and attend all Senior Challenge events and encourage classmates to attend as well.

CREATE A BUZZ ON SOCIAL MEDIA

Follow relevant social media accounts and actively share posts. Promote events and giving information across social media channels. Manage and create content for the social media platforms (Facebook, Instagram, and Twitter) and help create promotional videos.

SHOW YOUR GRATITUDE

Thank classmates for their generosity and participation. Create unique ways to show donor appreciation and develop retention strategy. Share the ways that graduating seniors can stay engaged and support Marquette as alumni.

If you are interested in learning more about serving on the 2021-22 Senior Challenge Committee, please contact kelly.landisch@marquette.edu.