

SENIOR **CHALLENGE 23** **START YOUR LEGACY.**

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.

Student members are challenged to achieve a pre-determined donor participation count from the senior class. 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.

LEAD BY EXAMPLE AND SOLICIT YOUR CLASSMATES

Donate to Senior Challenge and ask classmates to make a gift of their own. Recruit volunteers from the senior class to assist in Senior Challenge efforts.

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

Organize partnerships with student organizations and groups to increase participation and diverse event attendance. Plan the annual Senior Challenge Brewers Tailgate event.

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 social media pages 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 2022-23 Senior Challenge Committee, please contact kelly.landisch@marquette.edu.