

Young Alumni Giving Challenge

Concordia College – Winter 2017

Throughout this document you will find the materials used for the Young Alumni Giving Challenge. If you are interested in learning more about certain aspects or would like additional information, please contact Matt Dymoke at mdymoke@cord.edu or 218.299.3453.

Part 1: Kickoff Email

ConcordiaCollege.edu | Contact The Annual Fund

f y t i s

YOUNG ALUMNI GIVING CHALLENGE



Please excuse my intrusion to your day

Over the next 20 days,

I'm extending a challenge to the last five graduating classes of Cobbers to make a gift to the college. For every 15 gifts made, I will donate an additional \$1,000 to student scholarships (up to \$8,000).



BUT WAIT, IT GETS BETTER

If your class raises the greatest number of gifts throughout the challenge, you will receive not only bragging rights, but a special recognition from me, the real Bruce Vieweg

But why should you give?

We need the support of graduates like you in order to thrive and continue influencing the affairs of the world. Your support directly impacts current students and helps them BREW.



Take the challenge »

Watch the video »

CONCORDIA COLLEGE


901 8th St. S., Moorhead, MN 56502

f y t i s

Part 2: Landing Page

Landing page link: <https://www.concordiacollege.edu/alumni-donors/young-alumni/young-alumni-giving-challenge/>

ABOUT ADMISSION & AID ACADEMICS GLOBAL ENGAGEMENT STUDENT LIFE MUSIC ATHLETICS



Please excuse my intrusion to your day.

Over the next 20 days, I'm extending a challenge to the last five graduating classes of Cobbers to make a gift to the college.

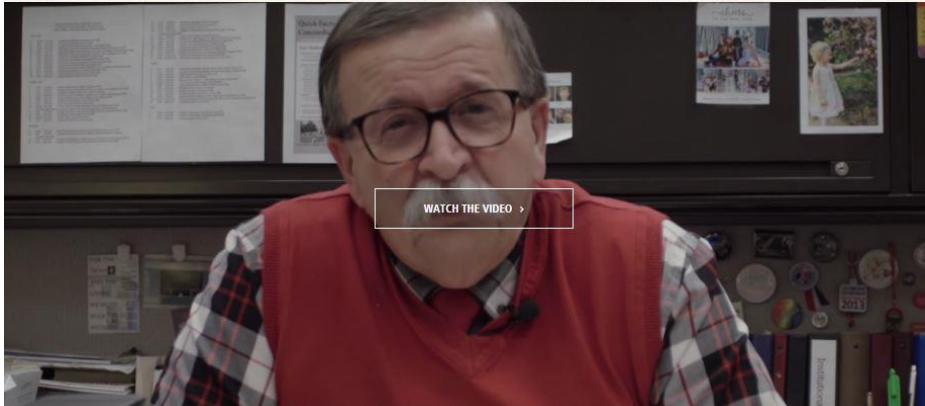
For every 15 gifts made, I will donate an additional \$1,000 to student scholarships (up to \$6,000).***

If your class raises the most total number of gifts throughout the challenge, you will receive not only bragging rights, but a special recognition from me, the real Bruce Vieweg.

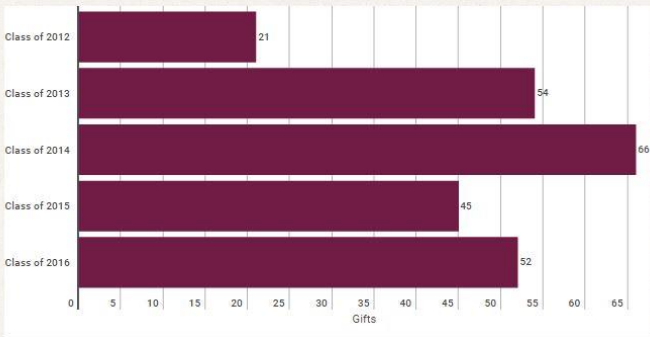
[TAKE THE CHALLENGE](#)

*Midway through this challenge, your enthusiasm and generosity has inspired me to increase my matching donation from \$6,000 to \$8,000. You truly are amazing Cobbers!

**What an amazing campaign we have had . . . if we can reach 200 donors by Friday, Feb. 10, I will increase the match to \$10,000, all for scholarships, all for our amazing students, all from my heart, all reflecting my affection for each of you and the Cobbers to come.





Class Competition



Class	Gifts
Class of 2012	21
Class of 2013	54
Class of 2014	66
Class of 2015	45
Class of 2016	52

Part 3: Reminder Email

ConcordiaCollege.edu | Contact Annual Fund



YOUNG ALUMNI GIVING CHALLENGE

Greetings Fellow 2016 Graduates,

We have struck the midway point of our [Young Alumni Giving Challenge](#) that started on Jan. 23, and we have 10 days left!

What is the fundraising challenge?
As a reminder, Bruce Vieweg has challenged the last five grad years to make as many gifts to the college as possible in a three-week period. For every 15 gifts made, Bruce will donate \$1,000 to student scholarships (WOW, round of applause for Bruce, please!). The class that gives the **most gifts** (not highest amount) will receive handwritten thank you cards and buttons from Bruce himself.

Where does 2016 stand?
Currently, the class of 2016 has 16 donations. Your donation can be big or small; even \$5 will help us reach our goal.

Why give?
Though graduation seems just like yesterday and many of us may not be in financially stable places yet, we still think it is important to give back to the college. Let us tell you why:

We give back to Concordia because we know how important it was for us, financially, to receive scholarships when we went off to college. By donating to Concordia, we are contributing to the opportunity for incoming Cobbers to grow in their education.

We donate because we want Concordia to be different when we revisit campus. We want Concordia to continue to grow, evolve, and change as fast as the world does around us. By giving back we can contribute to that evolution and transformation, and see the results of our donations when we revisit campus for Homecoming, the Christmas concerts and other campus events.

Finally, we want to give to the college because we believe in the purpose, mission, and work Concordia does every day. We are proud to be responsibly engaged with the world and stand in support of the college.

TAKE THE CHALLENGE >

Once you make a donation, be sure to change your Facebook cover photo to the 2016 Young Alumni Challenge banner. Kjerstin created this banner so we, the Class of 2016, can share with everyone that we are the best and that we care about the future of Concordia! This can be found by going to any of our Facebook pages, or visiting the Concordia College Class of 2016 group.

Thank you for staying engaged with campus and helping us reach our goal.

Best regards,

Kylie Windecker '16
Kirsten Henagin '16
Kjerstin Engbretson '16
Class Agents of 2016

Part 4: Last Chance Email and Social

ConcordiaCollege.edu | Contact Annual Fund    



YOUNG ALUMNI GIVING CHALLENGE

Please excuse my intrusion to your day.

What an amazing campaign we have had . . . we actually exceeded our goal several times. Here is my newest challenge:

We have 192 gifts as of 7:40 am – phew, magnificent. My pledge of \$8,000 is still active. However, **IF we can reach 200 donors by Friday, Feb. 10, I will increase the match to \$10,000**, all for scholarships, all for our amazing students, all from my heart, all reflecting my affection for each of you and the Cobbers to come.

So, Cobbers from 2012, 2013, 2014, 2015, and 2016, what do you say? Can we find an additional 8 donors to get us to 200?

Will check in next week as we close the campaign . . .


In the meantime: Make it a great day, my dear ones and it will indeed be so.

Bruce

TAKE THE CHALLENGE >

CONCORDIA COLLEGE

501 8th St. S., Moomsead, MN 55562
(218) 299-3734



Please excuse my intrusion...

LAST CHANCE TO GIVE!

Over the last two weeks, Bruce Vieweg extended a challenge to the last five graduating classes of Cobbers to make a gift to the college... of any size.

THE CLASSES OF 2012-2016 STEPPED UP IN A BIG WAY.

And for what? For **YOU** and **FUTURE COBBERS**

How can you help us show
appreciation for their generosity?



WRITE A THANK YOU NOTE

(And we'll thank **YOU** with
a Bruce Vieweg button.)



THANK YOU FOR YOUR
INTRUSION TO MY DAY



Part 7: Links and Videos

Kickoff Video Link: <https://www.youtube.com/watch?v=uSy8WRKWiZ4&feature=youtu.be>

Thank You Video Link: <https://www.youtube.com/watch?v=ovCTeUhh9c8>

Landing page link: <https://www.concordiacollege.edu/alumni-donors/young-alumni/young-alumni-giving-challenge/>