State of the University

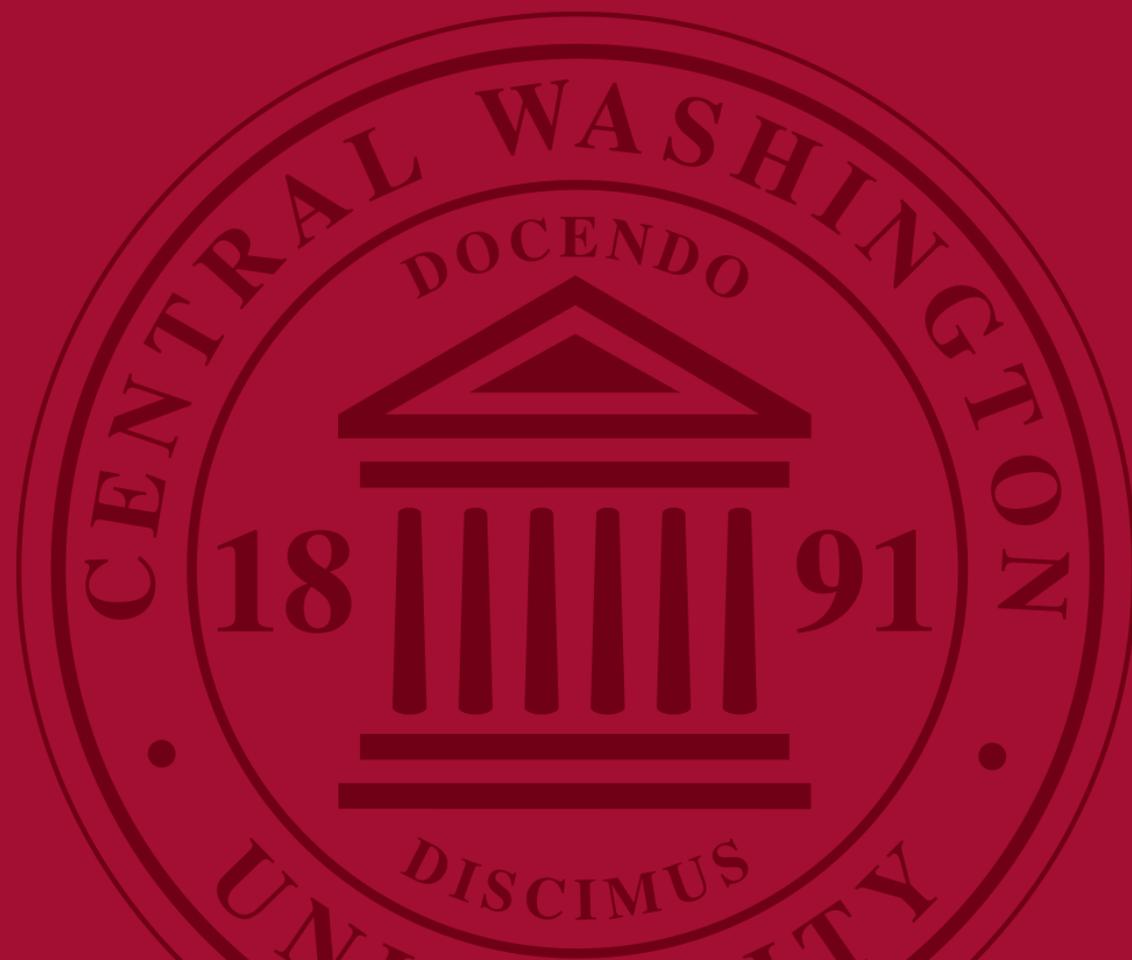Central Washington University
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CENTRAL WASHINGTON UNIVERSITY

#GIVECENTRAL2025

INTRODUCTION

Clay Scott

Interim Director of Marketing, Communications, and Engagement

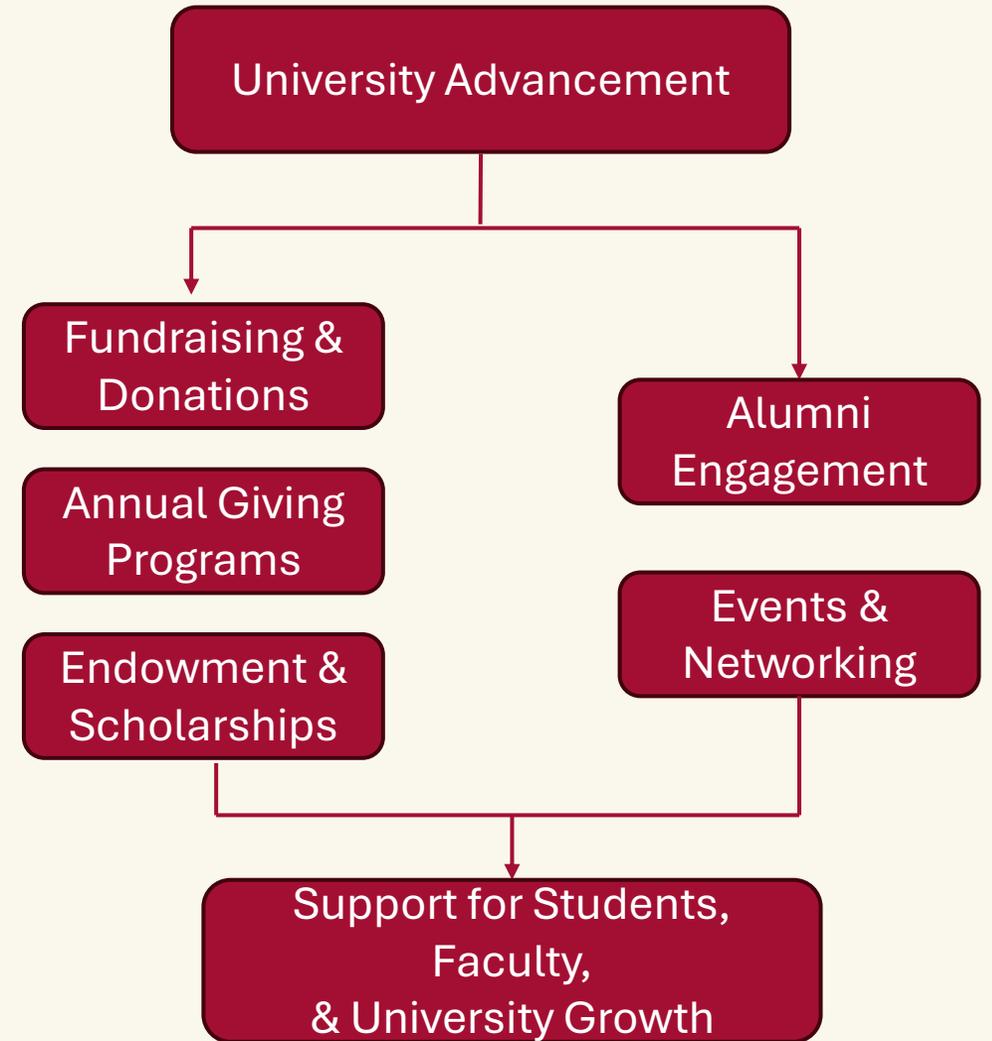Office of University Advancement

Xiaoyin (Yin) Zhong

Development Coordinator- Academics,

Office of University Advancement

UNIVERSITY ADVANCEMENT VISION

Our vision is to empower a global community whose support and commitment fuel the future of Central Washington University.

UNIVERSITY ADVANCEMENT MISSION

The Office of University Advancement at Central Washington University fosters enduring relationships and mobilizes generosity to support the University's vision by developing pathways to authentic engagement with alumni, donors, and friends.

University Advancement

Fundraising & Donations

Annual Giving Programs

Endowment & Scholarships

Alumni Engagement

Events & Networking

Support for Students, Faculty, & University Growth

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HOW DOES #GIVECENTRAL SUPPORT THE STRATEGIC PLAN?

Goal 1: Equitable access, student engagement, success

Develop clear pathways into and through the university to ensure equitable access to higher education, enhance student engagement and success, and improve retention and graduation rates.

#GiveCentral funds high-impact practices that improve retention & student success while creating opportunities through authentic engagement.

WHAT IS #GIVECENTRAL?

Annual university-wide 24-hour giving day and event in the Spring

- Engages approximately 52,000 people
- Multi-channel and in-person

Historical Context

- Before #GiveCentral, donations came through Giving Societies, special campaigns, and community events
- First day of giving launched in 2016 as *Giving Tuesday*
- Became the CWU Annual Giving Day in 2017, now known as *#GiveCentral*

Impact (FY25)

- Raised *$100,000+*
- From *422 donors* (105% of donor goal)
- *36 Projects | 9 Challenge Gifts*

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HOW #GIVECENTRAL WORKS

#GiveCentral relies on crowdfunding. But what is crowdfunding?

- It is a focused, time-limited fundraising approach
- It is designed to raise money through many small gifts, often online
- Successful projects have clear scope & funding goals (e.g., instruments, food, equipment, travel support)
- Time-limited campaigns create excitement and urgency

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HOW #GIVECENTRAL WORKS

Online

- Platform & Projects
- Time
- Match and Challenge Gift
- Advocacy

HOW #GIVECENTRAL WORKS

Offline

- Booth @ SURC Patio
- Scavenger Hunt
- In-person participation

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WHAT MAKES A STRONG PROJECT

Focused:
- Clear goal & funding target

Tangible:
- Donors see exactly what their gift does

Inspiring:
- Emotional connection drives participation

Advocacy-Driven:
- Outreach, stewardship, and thank-yous are planned

Time-Sensitive:
- Creates urgency & excitement

#GIVECENTRAL PROJECT EXAMPLES

CREATE YOUR OWN PROJECT

Step 1: Establish your project
Define your idea in one or two sentences. This should sound like an aspirational goal.

Step 2: ID your funding target
This should clearly state the amount you wish to raise and provide the donor with an idea of how their donation will be utilized.
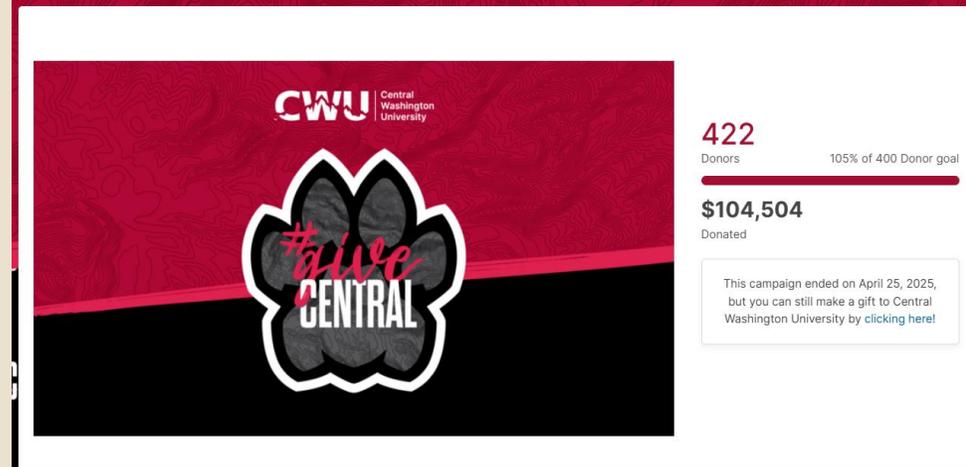
Step 3: Write a short narrative
Write 2-3 sentences that tell the story of your project. This is your case for support.

Step 4: Create an advocacy plan
Briefly outline how you and your team will spread the word and engage your community on #GiveCentral.

Step 5: Wrap Up & Thank Donors
Plan your thank you. Is it a card? An email?

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#GiveCentral 2025

CWU Central Washington University

#give CENTRAL

422 Donors   105% of 400 Donor goal
$104,504 Donated

This campaign ended on April 25, 2025, but you can still make a gift to Central Washington University by clicking here!

Projects

Search

College of Arts and Humanities	College of Business	College of Education and Professional Studies	College of the Sciences
150 Donors	22 Donors	31 Donors	126 Donors
Online $37,914 Donated	Online $2,245 Donated	Online $3,645 Donated	Online $17,514 Donated

Alumni	Athletics	Douglas Honors College	International Studies and Programs
7 Donors	34 Donors	12 Donors	13 Donors
Online $700 Donated	Online $8,191 Donated	Online $2,075 Donated	Online $1,755 Donated

Libraries	Police and Public Safety	Sustainability Office & Undergraduate Studies	Student Success
12 Donors	23 Donors	7 Donors	40 Donors
Online $1,570 Donated	Online $2,195 Donated	Online $1,495 Donated	Online $9,955 Donated

AS A REMINDER

Steps for creating a good project:

Step 1: Establish your project
Step 2: ID your funding goal
Step 3: Write a short narrative
Step 4: Create an advocacy plan
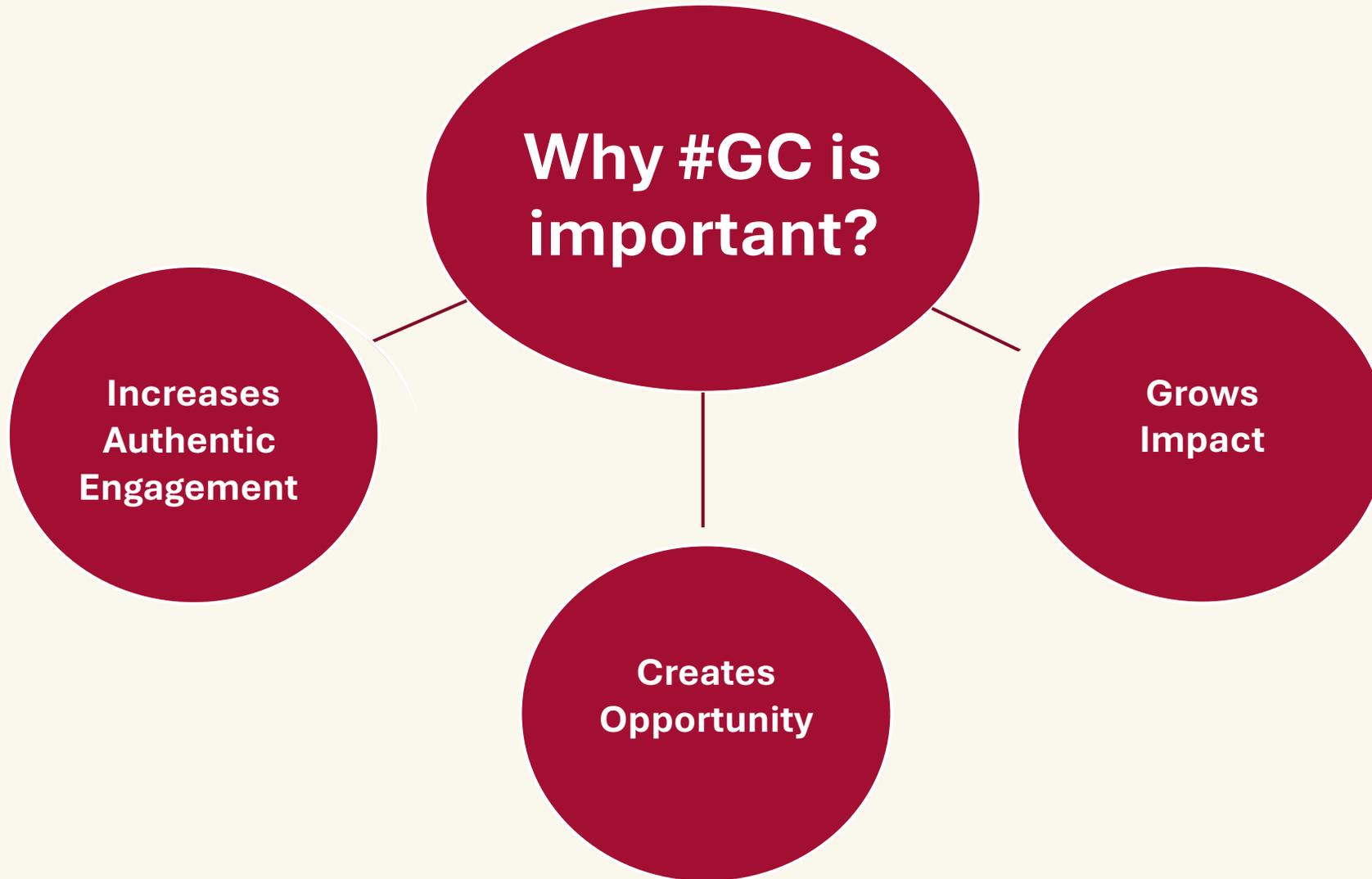**Step 5:** Wrap Up & Thank Donors

Elements for a strong project:

- Focused: Clear goal & funding target
- Tangible: Donors see exactly what their gift does
- Inspiring: Emotional connection drives participation
- Advocacy-Driven: Outreach, stewardship, and thank-yous are planned
- Time-Sensitive: Creates urgency & excitement

SHARE YOUR PROJECT

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WHAT ARE WE ASKING?

ADVOCATE

Different ways
Text and video

Different Channels
Word of mouth, phone calls, email, or your social media

Different people
Friends, Families, Colleagues, or Communities

HOST A PROJECT

Step 1: Establish Your Project

Step 2: Submit Your Application

Step 3: Build Your Project Page

Step 4: Advocate for Your Project

Step 5: Wrap Up and Thank Donors

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DONATE

Step 1: Visit the Campaign Page

Step 2: Designate a Project (Optional)

Step 3: Choose Your Gift Amount

Step 4: Complete Your Gift

Step 5: Share Your Impact

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Amount *

$

Designation

Construction Management Professorship   ×

Name *

First, MI, Last Name

☐ Please do not display my name

Email *

Email

Country *

United States   ▾

Zip code *

ZIP or postal code

By continuing, you certify you have read and agree to the terms of service and the privacy policy.

Pay with PayPal

QUESTIONS

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#giveCENTRAL

We look forward to working with you soon!

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