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From: Sandy C Gholston
Sent: Friday, January 30, 2015 5:12 PM
To: Archive
Subject: PRESS RELEASE: Ferris to Participate in Student Engagement and Philanthropy Month
Attachments: tanks for thanks.JPG

Included below is a press release highlighting the participation in Ferris State University's Student Alumni Gold Club organization in Student Engagement and Philanthropy Month. The release below describes what the SAGC members will be doing to encourage fellow students to say "thank you" to the donors who help strengthen access to a college education through their generous gifts. Any media requests regarding this release can be directed to Sandy Gholston, News Services and Social Media Manager.

To read the online version of this story, visit:

<http://www.ferris.edu/HTMLS/news/archive/2015/january/philanthropy.htm>

Photo attached is of the tank top that will be given away.

FOR IMMEDIATE RELEASE

Jan. 30, 2015

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Ferris to Participate in Student Engagement and Philanthropy Month

BIG RAPIDS – On Thursday, Feb. 12, Ferris State University will be among the more than 100 educational institutions worldwide to participate in Student Engagement and Philanthropy Month. The initiative, organized by the Council for Advancement and Support of Education, is designed to increase student understanding of philanthropy and grow engagement on campuses. CASE has sponsored similar initiatives annually since 2013.

Institutions from the U.S., Australia, Canada, the United Kingdom and other countries will participate throughout the month of February organizing various activities, including "thank-a- thons," monthlong social media campaigns and student video interviews on what giving means to them.

Here, at Ferris State University, Student Alumni Gold Club is facilitating Philanthropy Day 2015, "Tanks for Thanks." This is the third annual national Philanthropy Day which Gold Club has been a participant. On Thursday, Feb. 12, SAGC members will be in the University Center, Student Recreation Center and IRC from 10 a.m. until approximately 5 p.m. or while supplies last. These locations will have postcards available for students to write a heartfelt "thank you" to various FSU donors expressing their appreciation for their contributions to Ferris. In return, students will receive a free "Bulldog Nation" tank top courtesy of Student Alumni Gold Club, the department of Annual Giving and Liberty Mutual Insurance.

CASE provides programming, services and resources in advancement, including fundraising and alumni relations, for students and advisers at student alumni associations, student foundations and similar organizations at colleges and universities that are members of CASE's Affiliated Student Advancement Programs.

Student Engagement and Philanthropy Month is part of CASE’s goal to foster and enhance student involvement in all areas of advancement—including fundraising, alumni relations, communications and marketing.

“It’s important that students start taking steps to become the next group of philanthropic leaders,” says Rob Henry, CASE’s executive director of emerging constituencies. “Throughout the entire month of February, we celebrate the value students bring to their institutions with their time, talent and treasure.”

CASE is a professional association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas.

To learn more about CASE, visit:

http://www.case.org/About_CASE.html

For more information about SAGC, visit:

<http://www.ferris.edu/alumni/sagc/>

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