Georgia Tech

2015 Charitable Campaign
2014 Governor’s Cup Winner!

2014 Charitable Campaign

$327,819.74

1149 contributors
About the 2015 Campaign

Campaign Goals
$330,000
1500 participants

Campaign Dates
September 1 – November 14

Key Information Resources:
www.charitable.gatech.edu
charitable@gatech.edu
Keys to a Successful Campaign

A few large donations, and \textbf{MANY} smaller ones

- 17 contributions of $2400^+ \text{ last year}
- 500$^+ \text{ contributions of less than $120}

A broad base of contributors

- Faculty, staff, and retirees
- Academic, research, and administrative units
- Less than 20\% of employees contributed last year
- Less than 15\% of \textit{faculty} contributed last year

\textbf{Every contribution matters!}
How Can **YOU** Make a Difference?

Make your contribution

- TechWorks is preferred method:
  - Payroll deduction
  - Credit/debit card
  - Electronic check
  - *Just a few extra clicks when you update benefits*

- Choose from hundreds of organizations
- Consider converting a direct donation to payroll deduction

Encourage other faculty members to contribute
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Questions?