

PHILANTHROPY

Philanthropy is defined as an “altruistic concern for human welfare and advancement, usually manifested by donations of money, property, or work...” (Dictionary.com, n.d.). Chapters have the opportunity to engage in Kent State philanthropic efforts via crowdfunding campaigns, the Giving Tuesday initiative and the Chapter Challenge program.

Donation-Based Crowdfunding

Crowdfunding is the practice of raising funds through the shared effort of friends, family, work acquaintances, and others connected to you. These mini-campaigns tap into the collective efforts of a large pool of individuals, primarily online via social media and crowdfunding platforms.

Crowdfunding campaigns where there is no financial return to the contributor is donation-based crowdfunding. Using Kent State’s crowdfunding platform, chapter donation-based crowdfunding initiatives may include fundraising for a book or chapter scholarship, or other designated strategy. The alumni association will provide information and support for chapter crowdfunding opportunities. Successful crowdfunding campaigns require effort on the part of the chapter and its leaders. Utilizing social media and sharing with your connections will enable you to reach your chapter’s goal. Please speak with your staff liaison for additional information on this fundraising opportunity.

Giving Tuesday

Giving Tuesday, often stylized as #GivingTuesday for purposes of hashtag activism, is the Tuesday after Thanksgiving in the United States. Started in 2012 as a response to post-Thanksgiving commercialization and consumerism, Giving Tuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving. Chapters and chapter leaders are encouraged to participate in Kent State’s Giving Tuesday initiative.