

# Tigers



## ROAR Day 2019

**Marisa Psaila & Heidi Baumer**

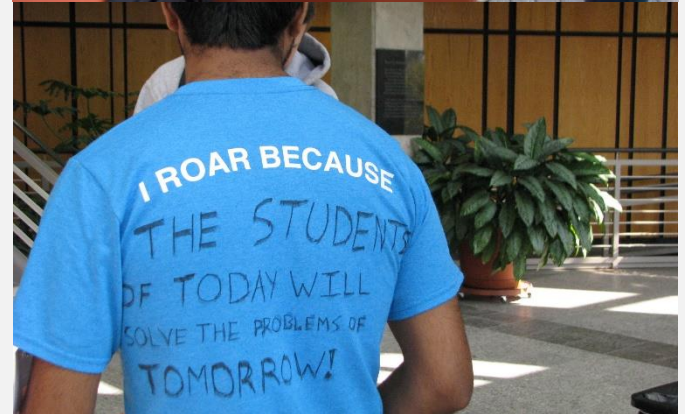
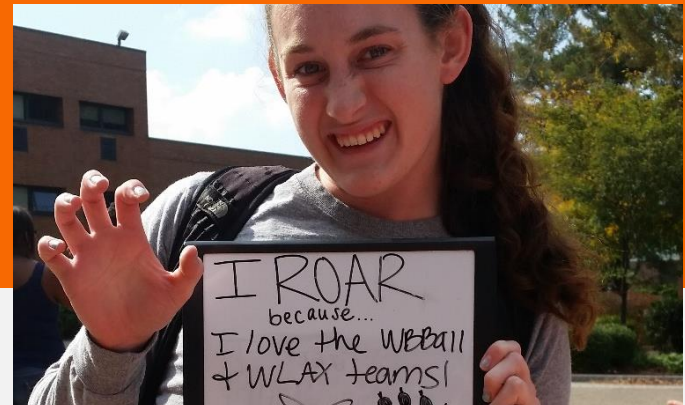
**September 19, 2019**

**RIT**

Division of  
Development and  
Alumni Relations

# ROAR Day

- Last was record-breaking!
  - Growth due in large part to challenges offered where donors could “win” additional funds to their area of support
  - Culture of philanthropy
- ROAR Day 2019
  - **Thursday, October 3**
  - How can you help?
    - Be an ambassador
    - Help staff a campus table
    - Make your gift



# Thanking Donors: Stewardship at RIT

## Day of Thanks

- Timing – Friday, November 15 (National Day of Philanthropy)
- Execution
  - Focus on communicating the impact of giving to all donors
  - Encouraging more involvement from campus community to help increase communication efforts
  - Suggestions?
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