

\$11,609 raised -- congrats! 5th place overall with 262 donors.

1. Giving Day Debrief

- a. What went well?
 - i. Marketing materials, specifically flyers for each challenge period
 - ii. Soliciting donors the transition between classes (getting undergrads to donate to support their TAs)
 - iii. Iveta's partnership with 10% off discounts as well as 10% of proceeds to go back to GradLab
 - iv. **Personal appeal worked best**
 - v. FB posts do a impact and awareness, not sure if the posts actually helped with actual donations
 - vi. All three project leads were actively promoting GradLab
 - vii. Fantastic to have support from the Graduate Division
 1. Sonya, Nathan and Ty physically present
 2. Graduate Division helped FB marketing communications
- b. How to improve for next year?
 - i. Hosting an actual event to get grad students to show up and be engaged.
 - ii. Have a little overhead costs, to host a social event such as a pizza party to actively engage our graduate student community
 1. Free Food event at the GSC (Build your own sandwich bar!)
 - iii. Have posters to support Grad Group project ideas
 - iv. Have the students that participate in GradLab projects help activate networks- personal stories will help bring in people
 1. Use pictures from the events
 - v. Line up more larger donors and match donors ahead of time!
 1. Grad Division General Funds
 2. University General Donors-Match and how to get more matching funds donors to help spread
 - vi. UR's challenge prizes
 1. Motivate incentives for groups to have more donors than to have more incentives for higher \$donations as the ide \$100 an indie \$500 doesn't reward spreading philanthropy
 2. Provide more prizes for geographical rewards-maps showcasing our outreach.
 - vii.

2. Working group to write thank you cards

- a. Next Friday (March 9)?
- b. Break into different categories of donors as write-up/report to go along with thank you notes? (e.g., students, family, etc.)

- i. Can also use this data for next year to think about how to target different groups more effectively.

c. x

3. Finalize GradLab framework

- a. Institutional housing of GradLab: joint committee between GSA and GSCGB
- b. Approval process to administer funds
 - i. Grad Dish
 - ii. STEM Mixer
 - iii. Awk-apella
 - iv. Two tracks: one-time events versus ongoing classes/meetings/workshops?
 1. Per capita funding could solve for both tracks--# of funding per head, split up over multiple events or allocated for one-time
 2. SFAC grant: \$600 for one-time event, \$3,600 divided across year for ongoing events (three big events per year?)
- c. FOAPAL instead of reimbursement -- generated as POs through GradLab or organizing body's FOAPAL (not fair to ask people to pay out of pocket)
- d. Online system - for requesting funding?
 - i. Set up series of forms for applying for project, submitting budget, etc. so that infrastructure is in place for ongoing process of soliciting and funding projects
 - ii. Develop web presence for GradLab
- e. Request pictures submitted of the event
- f. Request engagement in next year's GradLab
 - i. Request their participants involvement in Giving Day next year (not just organizers)