

MODULAR LEARNING

Module learning is an effective and beneficial tool for our volunteers. It allows volunteers to plan ahead as they are aware of what topics will be covered in each module. It also encourages volunteers to fully absorb and understand what they are learning — as the individual modules do not necessarily have to be completed simultaneously making it easier for our volunteers to process information in segments.

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MODULE 2: PHILANTHROPY

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Takeaways

- What is philanthropy?
- Why should I invest in Ohio State?
- How “significant” does my gift have to be?
- What is a development officer?
- What impact will my philanthropy have at Ohio State?
- How will my philanthropy be directed?
- How might I go about making a philanthropic gift to Ohio State?
- What is the benefit to being philanthropic to Ohio State?
- What is the Ohio State University Foundation?
- What is the Ohio State Campaign?

Introduction

“With the help of our alumni and friends, we can take Ohio State from excellence to eminence.”

- E. Gordon Gee, Former Ohio State President

What is philanthropy?

Rooted in Greek, the term *philanthropy* translates to “the love of mankind” (Sulek, 2010; Thelin & Trollinger, 2014; Walton, 2019). As it relates to the origins of American higher education, philanthropy has been woven into the fabric of our campuses and Ohio State is an exceptional leader when it comes to creating a culture of philanthropy in Columbus and beyond.

Comprised of three pillars, time, talent, and treasure, philanthropy can be captured in a wide scope of exchanges that have positive influence across campus. In previous modules, the pillars of time and talent were expanded upon. This module will provide a big-picture overview of how you might consider building a philanthropic relationship with Ohio State and giving of your treasure in a way that is most meaningful to you.

Why should I invest in Ohio State?

Quite simply, your gift is a wise investment in our students, our faculty, and the potential that our future holds. By supporting Ohio’s land-grant institution, alumni, friends, parents, and partners can help us enhance educational opportunities for future generations of Buckeyes. Together, we sustain an enduring tradition of scholarship, service, and pride.

Whether it be the coverage of meals for a first-year student in need; ensuring that a scholar has necessary equipment to conduct graduate research; or providing support to faculty as they advance cutting-edge medical discoveries; your contribution is creating transformative impact at Ohio State.

How “significant” does my gift have to be?

This answer lies with what is “significant” to YOU, the donor. While there are various recognition levels that you could give at, we want to make sure that you are giving at a level that is most comfortable for you. Walk around campus, and you will find students who give a recurring monthly gift of \$10 to an Ohio State initiative that is meaningful to them. To these students, \$10 is a significant level through which they can support considering their potentially limited disposable income, loans, and the fact that most students have yet to fully sustain themselves in adulthood. The inspiration lives in that these students understand the power of philanthropy and give back when they can, how they can, which models for others what it truly means to be a Buckeye.

For others, significance might look like a young alumnus giving a thousand dollars at the end of each year because of the fond memories they had in relation to a student organization. Additionally, significance from a family with several generations of Buckeyes could come to fruition via the creation of a scholarship in memory of a loved one.

There is no special number associated with being philanthropic. Regardless of how much or how often you give, Ohio State is grateful for any and all support that we receive from you, because your generosity truly makes a difference.

What is a development officer?

Development officers, or “fundraisers” as they are sometimes referred to, are essentially relationship builders. These individuals are well-versed when it comes to the unique departments they represent and knowing the greatest priorities of support for these niche areas. However, development officers also come equipped to advocate for the greater needs of the broader university and can serve as a liaison connecting you to someone who might be more of a content expert. Furthermore, development officers want to establish and cultivate a trusted relationship with alumni and friends of the university to first and foremost express our sincere gratitude for your generosity, share how your gift has made a difference at Ohio State, and explore how we can support your continued philanthropy to the university.

Much like a financial advisor, banker, or broker is educated on how to invest your wealth in various markets, development officers specifically work with donors to better understand how they can best align your philanthropic interest with the initiatives and areas of need within Ohio State. Development officers are your go-to contacts when it comes to what charitable avenues and vehicles are best for your giving, and how your philanthropy can have the greatest impact.

What impact will my philanthropy have at Ohio State?

Depending on how you decide to direct your philanthropy, your generosity could positively impact a multitude of individuals or areas on and around campus. This is where a relationship with a development officer is advantageous as they are able to help inform your giving and provide you, the donor, with resources, insight, and options on how to be savvy with your philanthropic decisions to not only benefit others, but also yourself.

How will my philanthropy be directed?

There is a plethora of options when it comes to what your philanthropy could support. The easiest way to narrow down where you would like your giving to live is by reflecting upon your relationship with Ohio State:

- What do you enjoy most about campus?
- What had the greatest impact on your educational journey?
- What academic unit, organization, or initiative set you up for success in your professional or personal journey?
- Who created a lasting impression during your time as a student, patient, faculty, or staff member at Ohio State?
- How has Ohio State impacted you?

Most donors already have an idea of what direction their philanthropy is headed. Partnering with a development officer helps further hone the area(s) you as the donor already wish to support.

Moreover, there are often questions and misconceptions when it comes to how donor philanthropy is being directed at the university. Building a relationship with a development officer can help provide clarity to your questions and demystify what broader philanthropy looks like at Ohio State, in addition to your own personal support.

How might I go about making a philanthropic gift to Ohio State?

Some donors prefer to forego a relationship with a development officer and make their gifts online (giveto.osu.edu). This option is great for individuals who may want to simply give and have no questions, or who may want limited personalized touchpoints and follow up.

However, other donors enjoy the relationship that can be established with a Development Officer, especially when it comes to gifts that are a bit more complex. There are numerous avenues and vehicles when making charitable gifts to Ohio State, and the best philanthropic options for you as the donor may take some time to discover, work through, and come to actualization.

Sometimes, donors see their philanthropy as a one-time, transactional exchange. However, development officers want to serve as a university resource for you in a broader capacity. Much like alumni and friends of Ohio State give of their time, talent, and treasure because they believe in the mission and vision of the university, development officers work for Ohio State because they too believe in its transformative power. Together, we can build a relationship that goes beyond just a transactional exchange as a way to maximize the satisfaction you feel with your philanthropic investment to Ohio State as we commit to uplifting our fellow Buckeyes.

What is the benefit to being philanthropic to Ohio State?

The benefit of being philanthropic to Ohio State is in knowing your generosity has supported the endeavors of Buckeyes following in your path. The benefit is creating opportunities for others to thrive where there was once nothing and championing the successes of others, while elevating their notable efforts. The benefit is exemplifying what it means to be a Buckeye, connecting and engaging with a community much larger than oneself, far more expansive and vibrant than one could possibly imagine.

What is The Ohio State University Foundation?

The Ohio State University Foundation is the university's primary fundraising and gift-receiving organization. It was founded in 1985 as a non-profit, tax-exempt organization that advances the mission of our land grant university by pursuing and securing private support to benefit Ohio State students, faculty, programs, and facilities.

What is The Ohio State Campaign?

As a result of almost three decades of fundraising efforts, Ohio State has been able to bolster its mission through the generous support of its alumni and friends. On October 3, 2019, the university launched its third major fundraising campaign, *Time and Change: The Ohio State Campaign*, the most ambitious, inclusive community-building and fundraising endeavor in the university's 150-year history. The campaign strives to engage 1 million supporters, an unprecedented level in higher education. *Time and Change* has a financial goal of \$4.5 billion – also the largest in Ohio State's history – with three core areas of focus: student success; discovery; and healthy, vibrant communities.

References

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