

Campaign Volunteer Guide

How Trustees and Volunteers Support the Scripps Forward Campaign

Fundraising in the *Scripps Forward Campaign* is a shared effort between Trustees, volunteers, and Advancement staff. For volunteers, fundraising is primarily about building relationships, sharing the campaign story, and helping open doors. Advancement staff lead gift strategy, solicitation, and follow up.

You are indispensable ambassadors who connect the College and donors in meaningful ways. By mobilizing your personal networks, strengthen donor loyalty through storytelling, and supporting key events, you significantly expand fundraising capacity and help ensure campaign success.

What Fundraising Means for Volunteers in the *Scripps Forward Campaign*

As a Trustee or volunteer, your most important role is to help create meaningful connections between people and the mission of Scripps College. This may include:

- Sharing why you personally care about Scripps and the Centennial Campaign
- Talking about the campaign priorities in a way that feels natural and authentic
- Introducing potential donors to Advancement staff or campus leadership
- Hosting or participating in small gatherings or conversations
- Helping Advancement staff better understand a donor's interests, passions, and readiness
- You are not expected to ask for gifts unless specifically discussed and planned with Advancement staff.

Campaign Steering Committee serves as a volunteer leadership body for the College's campaign and a guiding force in advancing campaign priorities and fostering a culture of philanthropy. They support the Advancement program's efforts to steward campaign donors with a particular emphasis on contributions of seven figures and higher.

Campaign Co-Chairs are essential to the success of the Centennial Campaign Steering Committee. They:

- Personally make campaign gifts at the principal gift level or higher
- Convene the Steering Committee and, with the president and vice president for External Relations and Institutional Advancement, ensure that campaign plans are effective and on schedule to achieve their goals
- Work with College and Advancement leadership and other key volunteers to implement campaign strategies and build momentum
- Help select and recruit volunteer leaders for all phases of the campaign
- Help select and evaluate prospects and cultivate and solicit leadership and major gifts through personal meetings
- Act as chairs or ceremony leads at official campaign events, as appropriate
- Maintain communication with Advancement and all campaign volunteers, encouraging completion of their responsibilities.

The Board of Trustees helps develop and approve annual fundraising goals for the College.

They:

- work to develop and approve a strategic plan for the campaign, endorse a working goal for the quiet phase, and approve a final goal prior to the public launch.
- help serve as key volunteers on initiatives they are most passionate about.

Campaign Ambassadors

- Strengthen external relationships and partnerships
- Encourage participation and support
- Collect feedback and report to campaign leadership

Campaign Overview

Campaign Vision

Secure a future of infinite possibility for the next century of women leaders. The Scripps College Centennial Campaign is our solution to emerging challenges and opportunities. By raising \$100 million, we will invest in three areas of significant consequence—access, innovation, and community—to anchor Scripps as a place where women of promise become women of impact.

Campaign Goals and Priorities

Anchored by three pillars—access, innovation, and community—the Scripps College Centennial Campaign seeks to raise \$100 million to secure a future of infinite possibility over the next century.

- **Access (\$25 million):** Accelerating progress toward need-blind admission and inclusive student success.
- **Innovation (\$25 million):** Nurturing intellectual curiosity while forging academic and career pathways for tomorrow's leaders.
- **Community (\$50 million):** Harnessing our collective power to transform the future.
- **Engagement (100,000 touchpoints):** Our volunteers are the lifeblood of the campaign and essential to its success! There are a multitude of ways the Scripps community can make an impact, including peer-to-peer outreach and social fundraising, serving on committees, hosting in-person and virtual events, recruiting volunteers, and sharing their resources and time. Throughout the campaign, we believe our volunteers will make 100,000 such touchpoints, combined.

Campaign Impact

Campaign Target Audiences

- Major donors: individuals with high capacity, typically providing 60–75 percent of the total goal
- Alums: graduates with a vested interest in the College's reputation
- Foundations and corporations: organizations looking for strategic partnerships or community impact
- Community leaders: key, influential stakeholders who validate the campaign
- Parents and friends: individuals invested in the student experience

Campaign Beneficiaries

- Students: direct beneficiaries through new or renovated buildings (classrooms, labs, student unions), increased financial aid and scholarships, and expanded co-curricular activities.
- Faculty: recipients of funding for endowed chairs, research, and improved technology, which aids in recruitment and retention.

- The College: gains financial stability, improved reputation, and long-term capacity for growth
- The community: benefits from student and faculty research breakthroughs developed in new facilities and from financial support of innovative curriculum development and teaching.

CAMPAIGN IMPACT AND MILESTONES

Timing	Phase	Achievement	Milestone
FY24–FY25	Planning	<ul style="list-style-type: none"> • Conduct strategic and program planning; develop philanthropic priorities • Develop case for support • Build fundraising capacity • Conduct feasibility/planning around constituency readiness 	
FY25– spring 2026	Quiet	<ul style="list-style-type: none"> • Recruit campaign volunteer leadership • Build momentum with lead contributions • Recruit campaign committees and ensure 100 percent participation from key volunteers • Secure gifts from Trustees and volunteer leaders 	Raise 80 percent+ of the total goal
July 2025			\$30M: Trustee commitments
MAY 2026	Public	PUBLIC LAUNCH	
May 2026 – FY30		<ul style="list-style-type: none"> • Execute committee strategies and all target asks • Build gift opportunities at every level • Engage in broad publicity and outreach • Sustain engagement and proactive stewardship 	
July 2026			\$60M: leadership gifts
Jan 2030		CAMPAIGN CELEBRATION	\$100 Million goal met or exceeded
	Post Campaign	<ul style="list-style-type: none"> • Focus on timely pledge fulfillment • Sustain stewardship initiatives for campaign donors • Reposition for the next campaign 	

Communications, Collateral and Public Engagement Resources

Crafting Messages and Stories

Public Speaking Tips and Techniques

- Know your audience: tailor message, language, and level of detail to who you're speaking to.
- Structure and simplicity: organize your speech with clear, simple points; avoid jargon.
- Tell stories: use personal anecdotes or metaphors to make points memorable and relatable.
- Strong start and finish: hook the audience in the first 30 seconds and plan a memorable conclusion or call to action.
- Use visuals wisely: keep slides simple; use them to support, not replace, your message.

Key Messages and Talking Points

- As we approach our 100th anniversary in 2026, Scripps College stands at a pivotal moment in its extraordinary history.
- We recognize a unique opportunity and responsibility to fortify our mission and amplify our graduates' impact on the world.
- Our commitment to equitable opportunity hasn't wavered since 1926, when Ellen Browning Scripps founded an academic haven where women could challenge traditional gender roles.
- We cherish diverse viewpoints and human connection—outcomes achieved by encouraging growth in mind, body, and spirit.
- Our educational experience is relational rather than transactional; our community is fiercely supportive of the Scripps experience.
- The Centennial Campaign is an opportunity to reimagine, protect, and invest in Scripps as a portal to progress.
- With donor support, we will increase access to the highest qualified students; nurture academic innovation and agility grounded in the interdisciplinary humanities; and produce multiperspective leaders who view conflict as a catalyst for positive change.

Using Social Media and Online Platforms

5 key tips for simple engagement:

- **Like Posts Regularly:** Simply "like" Scripps college's posts to show support without needing to craft comments.
- **Share Key Posts Occasionally:** Share key announcements or major events with a simple, short caption like "Exciting times at Scripps!" to promote important content.
- **One-Word Comments:** Leave brief, positive comments like "Amazing!", "Proud!", or "Exciting!" under posts, keeping engagement quick but visible.
- **Tag Colleagues in Comments:** Occasionally tag a colleague or partner in the comments, like "Thought you'd enjoy this," to show connection and extend reach.

- **Quick Story Reposts:** Share the Scripps stories on platforms like Instagram or LinkedIn with a brief reaction (e.g., a thumbs-up emoji or “Great initiative!”).
 - Hashtags: #ScrippsForward, #ScrippsCentennialCampaign, #Scripps100
 - Collaboration: partner with other volunteers and encourage partners to share content to maximize impact.
 - Engagement and action: Actively engage with followers to build community and trust. Incorporate clear, direct calls to action in every post (e.g., "sign up," "donate").

Scripps College Profile and Points of Distinction

History

Scripps College is a private, liberal arts women’s college and a member of The Claremont Colleges consortium. Founded in 1926 by journalist, global adventurer, businesswoman, and philanthropist Ellen Browning Scripps, the words of our founder continue to resonate today: “The paramount obligation of a college is to develop in its students the ability to think clearly and independently, and the ability to live confidently, courageously, and hopefully.”

Statistics, Facts, and Figures

- 97 percent of current students live on campus
 - 10:1 student/faculty ratio
 - 65 majors at Scripps and The Claremont Colleges
 - 100 percent of Scripps students complete a senior thesis or project, required for graduation
 - Top majors include politics, psychology, biology, environmental analysis, English, media studies, and neuroscience
 - 1,117 total undergraduate students and 14 post-baccalaureate students
 - 41 percent students of color
 - 4.5 percent international students
 - 83 percent 6-year graduation rate
 - 94 percent retention rate
- * Enrollment data from fall 2024–25 Common Data Set

For More Information: Visit the Scripps College website

- [At a Glance](#)

Strengths, Differentiators, and Points of Pride

- Scripps is a top-ranked, private, residential women’s liberal arts college, located in Southern California
- 99 percent of full-time faculty have a terminal degree
- 97 percent of first-year students were in the top quarter of their high school class
- Scripps students annually win research and fellowship grants from the Fulbright Foundation, National Science Foundation, and the Watson Fellowship program, among others

- Scripps is consistently a top producer among US baccalaureate institutions credited with producing the greatest number of Fulbrights
- Scripps College continues to be ranked highly among the most academically prestigious colleges in the country.
- *The Wall Street Journal* ranks Scripps College as #1 in student experience among US colleges and universities for 2024–25 and #4 in liberal arts colleges in the Western US.
- *U.S. News & World Report* ranks Scripps College as #37 in National Liberal Arts Colleges in the US for 2025–26, #78 in Best Value Schools, #59 in Best Undergraduate Teaching, and #109 in Top Performers on Social Mobility.
- *Princeton Review* ranks Scripps College as a Best Value College, Best Western College, and one of its Best 389 Colleges nationally for 2024. Scripps also ranked high in the categories of “LGBTQ Friendly” and “Professors Get High Marks,” among others.
- *Forbes* ranks Scripps College #48 in liberal arts colleges in its 2024–25 top colleges list. Scripps College is also among *Forbes*’ 2026 ranking of “top 500 colleges that shine,” offering the “best educational, financial, and career outcomes for all students, from all backgrounds.”

For More Information: Visit the Scripps College website

- [At a Glance](#)
- [Scripps College Annual Report](#)

How Volunteers Can Engage Potential Donors

Here are concrete ways Trustees and volunteers can support fundraising efforts:

- Make introductions
- If you know someone who cares about women’s education, access, innovation, or community, an introduction to Advancement staff can be incredibly valuable.
- Share your story
- Personal stories matter. Talk about what drew you to Scripps, why you give, or what excites you most about the Centennial Campaign.
- Invite participation
- Encourage prospects to attend a campus event, tour a facility, or join a small gathering where they can learn more about Scripps.
- Listen and observe
- Pay attention to what resonates with a potential donor. What questions do they ask. What issues light them up. Share those insights with Advancement staff.
- Signal enthusiasm
- Your confidence and belief in the campaign helps build momentum and credibility.
- Talking about the campaign in conversation

Use Simple, Genuine Language. Examples include:

- “I’m really excited about the Scripps Forward Campaign because it’s about ensuring access and opportunity for the next generation of women leaders.”
- “One of the things I love about Scripps is how personal the experience is for students, and this campaign protects and strengthens that.”
- “If you’re interested, I’d be happy to connect you with someone on the Scripps team who can share more.”