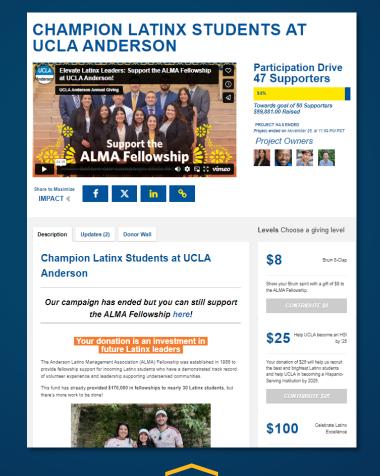
# Anderson Latino Management Association (ALMA) Fellowship SPARK CAMPAIGN





extended it through November 26th!





>2,500

Alumni & donors contacted

\$72,381

Committed over the next 5 years

47%

of donors were new or reactivated



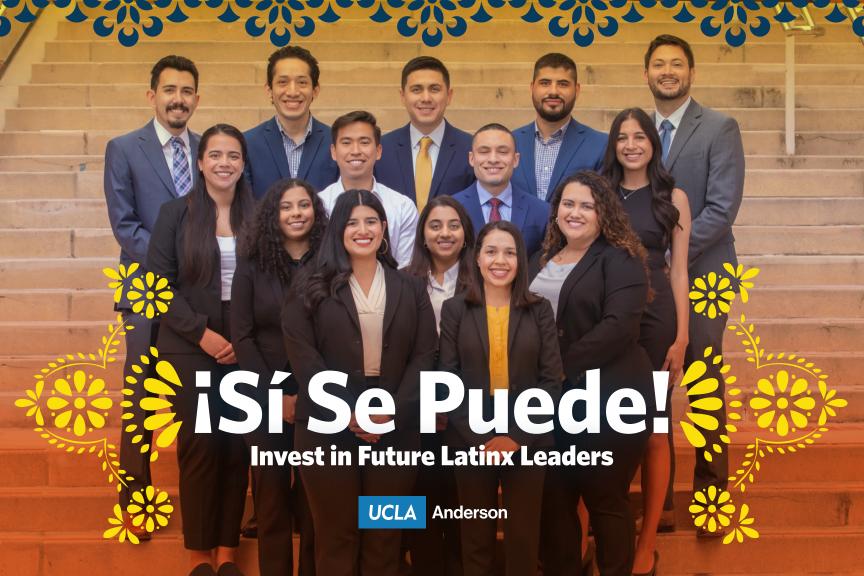
# **KEY STRATEGIES**

• • •

- Building a targeted mailing list composed of past donors to Latinxfocused funds, current/past alumni and student ALMA group members, subscribers to Latino alumni listserv, etc.
- Recruiting committed fundraising volunteers to solicit their networks and Development-identified prospects through 1:1 outreach
- Providing social media toolkits and outreach templates to simplify volunteer tasks
- Asking for multi-year pledges (for expendable funds) to ensure annual awards and increase overall revenue

TAKEAWAY:

We raised **7**x more for the fellowship in six weeks than in the previous eight years combined!





# **Support the Anderson Latino Management Association (ALMA) Fellowship Fund**



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Embarking to attain my MBA felt like an improbable dream until the ALMA Fellowship transformed it into a tangible reality. This fellowship not only made my dream come true but the support of the ALMA community also instilled in me a profound sense of pride and privilege."

Cassandra Ronquillo (MBA '24)
ALMA and Westcove Fellowship Recipient

Help students like Cassandra make their dreams into a reality. Join us in championing diversity and empowering Latinx students with a gift to the ALMA Fellowship today!

#### **Amplify our community:**

• Share a selfie with this postcard and tag @ucla\_alma

 Get involved with the Anderson Latino Management Association alumni chapter.
 Learn more at anderson.ucla.edu/ALMA

Scan the QR code to learn more and make an impact before our campaign ends on November 16!





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# Tuesday, November 14, 2023

Choose your impact story by giving to a cause that's most meaningful to you.



Hi Josue,

Today is **#GivingChooseDay** at UCLA, so the university is amplifying active cause-based campaigns to give our Bruin community the chance to CHOOSE their impact.

You may have received the email below last month or a postcard recently about our <u>ALMA Fellowship crowdfunding campaign</u> and I'm writing to share some good news: **we've extended it through November 26th!** 

A lot of Anderson students and alumni have learned about this amazing fellowship (which has been around for 36+ years () through our campaign so I'm thrilled we are raising more awareness.

We're now only 27 donors away from reaching our goal and are focused on expanding and diversifying our community of ALMA champions – so donations of ALL sizes really do matter.

Would you consider supporting this fellowship and future Hispanic/Latino leaders with a gift of just \$25 dollars?

Many thanks, Lauren

Lauren Seebold (she/hers)
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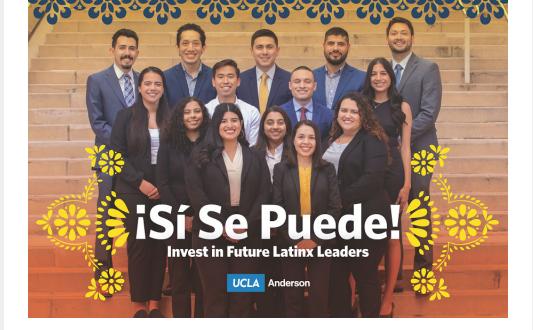
From: Alliance for Latinx Management at Anderson (ALMA) <a href="mailto:annualgiving@anderson.ucla.edu">annualgiving@anderson.ucla.edu</a>>

Sent: Monday, October 16, 2023

To: Rivera, Josue < jrivera85261@gmail.com>

Subject: Ignite Change: Empower Latinx Students at UCLA Anderson!

View Email in Browser



Dear Josue,

On the heels of celebrating Hispanic Heritage Month, we're reaching out to share an exciting opportunity to make a meaningful impact on the lives of incoming Latinx MBA students at UCLA Anderson!

Now **through November 16**, our student club, Alliance for Latinx Management at Anderson (ALMA), and our alumni group, Anderson Latino Management Association (ALMA), are co-hosting an **inaugural crowdfunding campaign to support the ALMA Fellowship**, a transformative scholarship that advances the educational dreams of Latinx students.

# LEARN MORE

Your generous support is an investment in the Latinx leaders of tomorrow like Cassandra:

"Embarking to attain my MBA felt like an improbable dream until the ALMA Fellowship transformed it into a tangible reality. This fellowship not only made my dream come true but the support of the Anderson Latinx community instilled in me a profound sense of pride and privilege."



Cassandra Ronquillo, MBA'24
ALMA and Westcove Fellowship Recipient

### Why Support the ALMA Fellowship?

The ALMA Fellowship is more than just financial aid; it's a community

**driven effort** to empower Anderson Latinx students and provide them with the resources and support they need to excel in their academic and professional pursuits.

## iAyuda a Nuestra Comunidad!

- ▶ Make a gift today. Your support, no matter the level, will help us reach our goal of 50 donors and directly impact the lives of Latinx students pursuing their MBA dreams.
- ➤ **Spread the word** about our campaign with your network and on social media! Every share brings us one step closer to creating lasting change for Latinx students at UCLA Anderson.

## GIVE NOW TO CHAMPION LATINX STUDENTS

We're greateful for your consideration and hope you'll join us to create an Anderson community where dreams become reality!

If you recently made a gift to Anderson, there is sometimes a short delay in processing. Please accept our thanks!

Many employers sponsor **matching gift programs** and will match any charitable contributions. To find out if your company has a matching gift policy, please visit: **matchinggifts.com/ucla**.











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