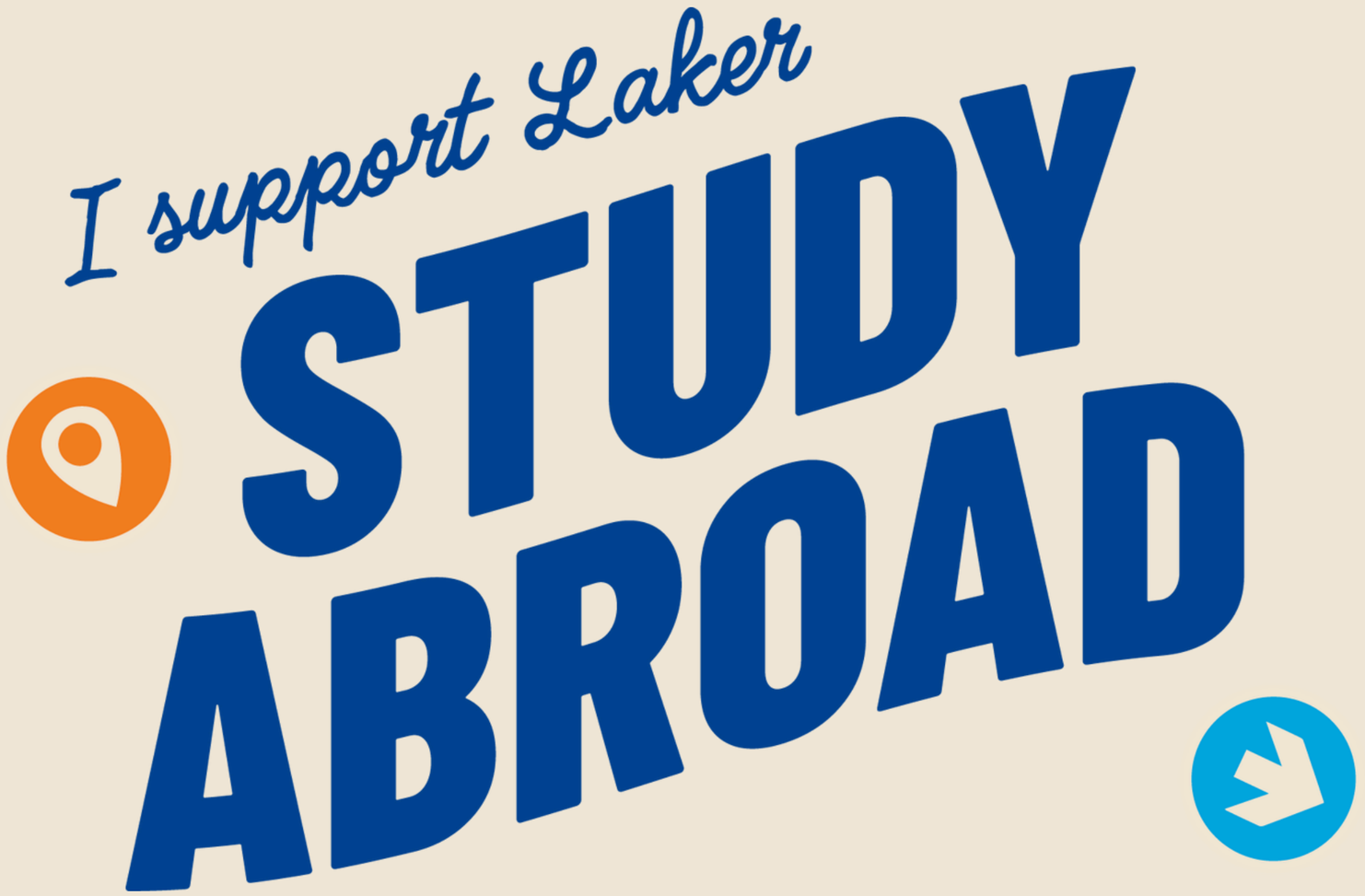
GRAND VALLEY STATE UNIVERSITY
STUDY ABROAD CROWDFUNDING SPRINT



CAMPAIGN DESCRIPTION

This crowdfunding sprint ran in July of 2024 for 10 days, with a focus on raising support for study abroad funds at GVSU. Audiences for the campaign included previous donors to study abroad-related funds, as well as alumni who studied abroad during their time at GVSU.

Crowdfunding Campaign Page

CHECK OUT THE CAMPAIGN PAGE HERE: [2024 STUDY ABROAD SPRINT WEBSITE]

2024 GVSU Study Abroad Sprint



106
Donors
106% of 100 Donor goal

$30,795
Donated

This campaign ended on July 25, 2024, but you can still make a gift to Grand Valley State University by clicking here!

Social Media

Grand Valley State University
July 15 ·

For Alexis, Isabella, and Andreas, studying abroad opened doors to new cultures and empowered them to be global citizens. Now through July 25, show your support for transformational education by making a gift to a GVSU study abroad fund:



GIVECAMPUS.COM
2024 GVSU Study Abroad Sprint
Join me in giving to GVSU study abroad funds!
Learn more

You and 55 others 2 comments 4 shares

[Promotional post on the GVSU institutional Facebook page]

[Promotional post on Alumni LinkedIn page]

Grand Valley State University Alumni
7,240 followers
3mo ·

Summer is prime time for students to travel abroad, that's why through July 25, GVSU is highlighting funds supporting study abroad programs. Thanks to a generous gift from a Laker alumna, $2 for every $1 donated to the First Generation Study Abroad Fund will be matched, up to $8,000. Make your gift today! ⭐
Use this link to make your donation: gvsu.edu/s/2Lu



Grand Valley State University Alumni
7,240 followers
2mo ·

Sending gratitude to all of the GVSU alumni who supported the Study Abroad crowdfunding campaign this month! Over 100 donors made a gift, with more than half being alumni! The $30,000 raised will directly support Lakers as they experience all the benefits study abroad has to offer. 🌎
@GVSU Study Abroad



[Stewardship post on Alumni Facebook page]

Mail

Campaign launch postcard

Front



Back



Mail

Stewardship postcard

Front



Back



Mail

Stewardship postcard - cont.

Sticker sheet included with postcard



Envelope for mail pieces



Email #1

Used variable data for donor name + last fund donated to for relevant study abroad funds.

(note: Recipient names have been removed for privacy)

GRAND VALLEY STATE UNIVERSITY



Hello Anna!

You can make a difference for Lakers studying abroad! You know how much you can learn spending time immersed in another country and culture. That's why Grand Valley is focusing on raising support for scholarships and programs that help students study abroad. The campaign runs until July 25! **Will you renew your gift to the First Generation Study Abroad fund right now?**

Yes! I'll give.



I loved my GVSU study abroad experience so much, I did it twice! My name is Alexis, and I am currently earning my graduate degree in Public Administration.

In the summer of 2023, I went on the Tanzania Teaching and Learning Faculty-Led Study Abroad Program. A highlight from my time in Tanzania was when I went on safari to the Ngorongoro Conservation Area. I learned how diverse the ecosystem in Tanzania is and was astounded by the beauty. This summer, I went on the Peru Social Work Faculty-Led Study Abroad Program. My favorite experience from Peru was visiting the city of Chincha where our group learned about Afro-Peruvian and Afro-Andes culture, exploring local dance and music traditions.



Studying abroad allows students to learn and experience more deeply than just going on vacation. For me, studying abroad was a way to be completely submerged in a new environment. I was able to absorb new values and ways of thinking in my future work fields.

You can help create more of these experiences for students like me! When you give right now, your gift will double or triple your impact thanks to generous challenge gifts.

Thanks to a generous gift from an alumni donor, your gift to the First Generation Study Abroad Fund will be tripled! $2 for every $1 donated to the fund will be matched, up to $8,000. **Will you help us meet this challenge?**

Give Now

Sincerely,

Alexis Asaro
Class of 2025

Email #2

Hi Anna,

You can help a current Grand Valley student explore a new country and experience a new culture!

Your gift to our study abroad campaign will help cover travel, tuition, and other expenses for students who want to deepen their educational journey. There are just two days left to join our campaign!

Will you renew your gift to the First Generation Study Abroad fund right now?

Give Now

Your gift – no matter the size – will have an immediate impact. Plus, if you give right now, your donation will be multiplied. Thanks to a generous donor, every $1 given to the First-Generation Study Abroad Fund will have $2 added to it! That means your $25 instantly becomes $75! And we only need 11 more alumni to participate to unlock an additional $5,000 for students.

Email #3

Used variable data for donor name + where the alumni had studied abroad.

Hi Anna,

What was the best part of studying in England as a GVSU student? You know firsthand just how transformative studying abroad is for college students. Grand Valley wants as many Lakers as possible to have these experiences, so we are hosting a summer crowdfunding campaign to raise funds for scholarships and programs that help students go abroad. Your support can even be doubled or tripled thanks to generous challenge and match gifts! **Will you give right now?**

Yes! I'll give.



I'm Kobe, and I am a film and video production major at Grand Valley. Part of my educational journey took me all the way to Japan for a study abroad experience. In a few words: it was exciting, perspective-changing – and delicious!

One of my favorite moments was my visit to the Fujiko F. Fujio Museum in Kawasaki City. Fujiko F. Fujio was a manga artist responsible for creating Doraemon, a character that was a catalyst for my passion to study Japanese. The museum displays the original sketches and animation cels from Doraemon! As an illustrator myself, it was inspiring to experience this work and see the characters in person.



I was able to fully embrace my time in Japan because of donor support, and I hope more Grand Valley students can have the same opportunity to experience a new place.

Give Now

Thank you,

Kobe Wright
Class of 2024

Email #4

Hi Anna,

You can still help! Until midnight tonight, Grand Valley is raising support for scholarships and programs that make studying abroad more accessible.

Will you renew your gift to the First Generation Study Abroad fund right now?

Yes! I'll give.



My name is Eden and I'm writing to you from Reykjavik, Iceland! I decided to go to Iceland so I could explore geology, especially newly erupting volcanoes and volcanic activity.

One of our first stops was to Gullfoss, which is one of the largest waterfalls in the world. It took my breath away how wild and untamed it is, and how the water and steam keeps the vegetation thriving.



Honestly, the photos don't do it justice. Iceland is truly beautiful. Even just driving through the county is enough to keep my eyes glued to the window for hours watching the mountains and the wild horses grazing.

We need your help so that other students can have life-changing experiences like mine. **Will you give today?**

Give Now

I would not be able to participate without donor support. I want to thank all donors who make study abroad more accessible to people of all backgrounds.

Eden Akins
Class of 2025

P.S. You can make even more of an impact thanks to matching challenges! If you give to the First Generation Study Abroad fund today, your gift automatically triples.