

Campus Marketing and Development Program

54

Hillels supported by a manager in FY25
an increase from 44 in FY24

48%

increase in gift count, on average, during first year

48,500+

gifts secured by campuses in FY24

\$4.5M +

raised from gifts less than \$1,000 in FY24

84%

average increase in new donor count across all campuses

\$4.3M +

raised during Giving Tuesday and HGGW in FY24

Established in 2019, the Campus Marketing and Development Program serves campus Hillels in supporting Jewish students through powerful grassroots fundraising.

KEY BENEFITS

- **Increased Fundraising Revenue, Higher Donor Counts, and More First-Time Donors:** Since the program's inception in FY19, participating Hillels have seen significant lifts in their individual fundraising programs.
- **Exceptional Value:** Participating Hillels have their grassroots fundraising needs met for significantly less than what it would cost to retain a full-time marketing/development professional on staff.
- **More Bandwidth for Major Gift Solicitation by Senior Staff:** Having this dedicated professional frees up time for development staff (often including the ED) to focus their efforts elsewhere.
- **Knowledge Sharing:** Participating Hillels buy into the larger Hillel International infrastructure, benefiting from the tailored onboarding, goal-setting, and skill-building that comes with being part of this team.

PROGRAM SNAPSHOT

Recommended For: Hillels with at least three full-time staff members and/or budget of \$300,000 or more.

Annual Cost Per Hillel: \$25,000

Commitment Term: 1 year (with likelihood to renew)

Database Size: Recommended for Hillels that mail to 750 households or more per mailing

“

“Our time with a manager has been remarkable, and allows me to do a lot more major donor stuff!”

“We are so grateful to be part of this program - it's deeply impactful for our Hillel. Our manager can make things magically!”

“It feels like we're getting a full-time manager even though we're sharing the position with other Hillels.”



HOW IT WORKS

In this model, a pod of campus Hillels and Hillel International contribute to the shared salary and benefits of one full-time professional employed by Hillel International. This Manager executes the grassroots fundraising needs across all channels for each Hillel, including direct mail, online marketing and fundraising, digital donor acquisition and stewardship, mass texting, grassroots strategy, wealth screening, and more.

KEY RESPONSIBILITIES OF A CAMPUS MANAGER

Annual Grassroots Calendar: Developing strategy behind campaigns, calendaring, and task management as it relates to grassroots efforts and the relevant audiences and channels.

Direct Mail: Proposing strategy; drafting copy, design (or working with a designer), coordinating with a mail house, segmenting & cleaning data. Completing analysis of campaign to guide future direct mail strategy.

Stewardship: Supporting strategy and efforts with newsletters (copy, graphics, audiences, cadence) and postcards/stewardship cards (design, data, coordination with mail house).

Digital Campaigns: Proposing strategy; driving efforts with all e-marketing campaigns, including audiences, data merges, graphics, pressing send. Working in both third party (Mailchimp/Constant Contact) and LGL emails (when applicable). Completing analysis to direct future campaigns.

Social Media: Setting up and managing organic and paid social media for grassroots campaigns such as Giving Tuesday. Monthly posts directed towards alumni/parents/donors corresponding with newsletters and community updates - includes Hillel Alumni Network.

Database Consulting: Provide suggestions for the set up of best practices (re-coding gifts and constituent data input). Pulling data lists necessary for their campaigns and analysis.



“

“Having our manager onboard was the most incredible gift – I didn’t have to think about that work.”

“The program is completely amazing – it has been transformative!”

“The things we had been piecemealing together, our manager is able to do at such a higher quality and so much more sophisticated.”

Interested in learning more?
Reach out to PJ Edelman at pedelman@hillel.org

To see an expanded scope of work model, scan here!



Hillel
International