



# 7 Tips to Boost Your COVID-19 Philanthropic Efforts

Higher education institutions share how advancement is making a difference in challenging times

## 1. Be flexible

**Princeton University** is encouraging contributions to its unrestricted Annual Giving fund and quickly funneling resources where they are needed most.

Source: <https://giving.princeton.edu>



## 2. Address specific needs

**Texas Tech's** "Red Raider Response" campaign focused on the safe return of students studying abroad and raised funds to bring them home.

Source: <https://crowdfund.give2tech.com/project/20376>



## 3. Identify partnerships

**Portland Community College Foundation** worked with an ISP to provide students with high-speed internet access.

Source: <https://www.pcc.edu/news/2020/04/pcc-foundation-support-fund>



## 4. Engage the student body

**University of California Davis'** "Aggies Helping Aggies" student foundation supports undergraduate programs and instills a giving mindset early in the student lifecycle.

Source: <https://giving.ucdavis.edu/ways-to-give/student-foundation>



## 5. Leverage the fight for a cure

**The University of Virginia** makes its research into COVID-19 vaccines and treatments a centerpiece of donor outreach.

Source: <https://giving.virginia.edu/help-meet-covid-19-challenges>



## 6. Ensure donations make a difference

**The University of Alabama Birmingham** set-up a drive-through food pantry to overcome the obstacles of social distancing.

Source: <https://www.uab.edu/benfund/blazer-kitchen>



## 7. Pivot with the power of cloud

**Oregon State University Foundation's** SaaS-based CRM system allowed it to shift to remote operations quickly and launch the Beavers Care Fund to assist students in near real-time.

Source: <https://app.fundmetric.com/qvRUQF9u4>

