

Contribution and Stewardship 2024 Yearly Review

We can improve on our social media posts about the important work our Alpha Psi Foundation was doing: Providing Scholarships, Leadership Development Programs and Travel grants. By continuing our consistent messaging, we hope that alumni continue to be aware of how and what we are using their donation money towards and how it directly benefits students and new practitioners.

Facebook & Email Campaign

Scholarship Announcements and Award Recipient Spotlight:

- The John F. (Jack) Schlegel Endowed Leadership Scholarship - Jade Bautista - email sent out on February 12th, 2024 with recipient spotlight
- Scholarship Announcements with Recipient spotlights can be improved.

New Board of Director Spotlight

- Garret Soares
- Vincent Lu
- Matthew D'Anis

Foundation Brochure:

No updates since last brochure. Recommend updating to current list of scholarships and award totals.

Donor Summary:

Pledge letters sent out to 2022 pledge class (totally 12). 1 pledge completion (Dion Dacasin) and 4 started payments

2024 Pledge Completion: None

Active Payments:

21 different alumni made donations in 2024 - either one time donation or monthly donations. Down from 53 alumni last year.

Monthly Breakdown

Checks 1-2

Paypal: 2-3

Venmo: 4-6

Benevity/ Kaiser: 0-1

2024 Reflection

A Stewardship Task Force will need to be created to help with the consistent tasks. Megan Shimada previously worked on the brochure, so may need to reach out to her for updating to current 2025 Scholarships. More of a focus should be given to Award Announcements and

scholarship spotlights via email or facebook. Nam Nguyen sent out these emails in 2023 - we can possibly use them as templates for future award announcements and spotlights. Also, would recommend that email with the new Board and headshots sent out to alumni with spotlights on our new Directors.