Club Scholarships
Over the past three years the Clubs and Annual Giving teams have been working on a joint program to help alumni clubs increase scholarship dollars collected and to increase alumni participation in giving to Northwestern.

With dozens of local and national clubs participating, the Northwestern Alumni Association Club Scholarship Program allows you to make a difference in the life of a Northwestern student who shares a connection with you.
Scholarships are essential to help many students attend Northwestern, and your gift to a Club Scholarship will ensure that your funds are directed to the best and brightest students with the greatest need.

The club scholarship helps offset the “self-help” portion of the student’s financial package, which reduces the amount of loans, work-study, etc. that students need. It does not change any other awards that are given in the form of grants or other aid.
FY13 Club Scholarship Results

- Total dollars raised in FY13: $95,062.60
- # of Donors: 948
- # of Clubs participating: 36

- Scholarship dollars awarded for the 2013-2014 academic year: $44,800*
- # of Clubs Awarding: 13*
- # of Recipients: 30*

(*please note that these figures do not include scholarship awards presented by NUBAA – Northwestern University Black Alumni Association and NUGALA – Northwestern University Gay and Lesbian Alumni, both of which award later in the academic year. Figures will be updated after these awards are presented.*)
How to Promote Your Club Scholarship

• Testimonials from Club Scholarship recipients
• Testimonials from Club leaders
• Our Northwestern Club space
• Newsletters
• Facebook
• Twitter
• In person
• Online Giving page
  – www.giving.northwestern.edu/nu/clubscholarship
How to Promote Your Club Scholarship, cont’d

• “Join us in supporting a [city/state name] student who will be attending Northwestern next year. The NU Club of [city/state name] is currently raising money toward a scholarship to be given to an incoming student this fall.”

• “Your donation will not only support a student, but will also count toward your reunion or annual giving participation. That means that by contributing to this scholarship, your name will be on your reunion honor roll, and you will count in the University’s alumni participation rate.”
Phil Donaldson (C 83, KSM 88)

My connection to Northwestern has always meant more than just an education to me. We can all say how different our lives would be had we not had the opportunity to attend Northwestern. In my case, I was lucky enough to meet my wife of nearly thirty years, Julie Jacobs Donaldson, when we were both undergraduate students. Our son, Andy, is a sophomore pre-med student who is thriving at Northwestern. And it has been a joy to remain connected in many ways through the NAA and its committees, reunions, our local club, and more recently the Parents Fund Committee.

It's important to me to keep these connections because I believe Northwestern is so much a part of me and my family. The various ways of reinforcing that connection through volunteering and giving remind me how fortunate I am to have had the chance to learn and grow and begin my life there. We all need to find our personal reasons to strengthen our connections. Giving enriches that connection and enhances all the attributes that make Northwestern such an important part of our lives. Thank you for what you do and for what you give!
Jeffrey S. McCulloch (WCAS '98)

I give to be counted. I give each year to make sure those who are interested know where I stand when it comes to Northwestern University. Motivation for participating is personal and something I encourage you to find within yourself. As a father of four living in San Diego, some years are leaner than others, but every year I am recognized as a supporter of the Northwestern University's mission. This was not always the case for me. Ten years ago, I was very engaged with the Northwestern Alumni Association as a volunteer with our local club, but never felt inclined to give money. As my involvement increased, I gained understanding of why participating is important to me.

Beyond our University representatives, there are the foundations, publications, prospective students, professors, and more making decisions on my university each and every day. I take that personally. Identifying the participation rate (the percentage of alumni that give to the university each year) is a key measure in determining if the alumni are happy and support the University. To continue to be a leading University that we are all proud of, we need to continue to be counted as supporters.

Being recognized as the best takes work and Northwestern looks to its Alumni Association to help lead that work. As a leader in the NAA community, I am proud to be a part of the work. Each of you is recognized as a leader in the NAA community. Thank you for giving your time, effort and money for the betterment of Northwestern University. As a leader, take on the responsibility of sharing your story and help other alumni to find their story. Reasons for participating are personal. Help our fellow alumni discover their motivation to be counted every year.