



**THE FUTURE IS
A PLACE WE MAKE.**
THE CAMPAIGN FOR DREXEL

VOLUNTEER HANDBOOK



A MESSAGE FROM THE DREXEL ALUMNI BOARD OF GOVERNORS

Dear Volunteer:

Thank you. Whether you serve on a leadership board, an affinity group steering committee or assist with prospective student recruitment as an Alumni Ambassador, we value your contributions of time and talent.

Collectively, our volunteers demonstrate the spirit of our founder, Anthony J. Drexel, who declared, “Whenever anything is wanted, call on me.”

This compilation of resources will help you bring Drexel alive in your community, on campus and wherever you travel. In addition, the ideas you bring back to us and relationships that you build on behalf of the University will fuel continuing momentum toward our philanthropic and engagement goals, while also mobilizing the next generation of leaders.

We appreciate your profound generosity and dedication and it is our pleasure to work with you.

Sincerely,



Lauren Villanueva '04, '09
Assistant Vice President, Alumni Relations



Amish Desai '03
Chair, Drexel Alumni Board of Governors

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THE FUTURE IS A PLACE WE MAKE: THE CAMPAIGN FOR DREXEL

Drexel University is the home of makers, builders, definers and doers. "The Future Is a Place We Make" is our bold rallying cry, and it follows logically from "Ambition Can't Wait." The ordinary education helps students prepare to respond to change. In contrast, a Drexel education — with its distinctive, experiential approach — shapes resilient, forward-thinking students who are change agents themselves. We are a disruptive institution in the best sense..

Here, the future is not a hazy glow on the horizon. It is a place our students and faculty actively invent and design, engineer and refine.

For this we thank our founder, Anthony J. Drexel. He revolutionized higher education by embedding his Institute in the heart of Philadelphia, instilling it with a pragmatic, real-world focus, and opening its doors to all, in the spirit of a just, diverse society.

Today, more than ever, Drexel is that ambitious, forward-thinking community, still striving to make life better. And we keep our doors wide open, ensuring that talented students from all backgrounds have access to a Drexel education.

With world-class research, we embrace global and local challenges such as air and water pollution, health disparities and market disruption. Forging solutions, we break through traditional academic silos to nurture interdisciplinary innovation and campus-community partnerships. The most exciting developments at Drexel happen at the intersection of multiple fields — combining theory and practice, creativity and pragmatism.

Our renowned cooperative education model continues to attract success-oriented students who thrive in the workplace before graduation, and become leaders and pace-setters afterward. They learn through hands-on entrepreneurship and win industry competitions. They launch new businesses with their own innovative products and refuse to settle for an inadequate status quo.

"The Future Is a Place We Make" invites and exhorts alumni and donors to take part in building the future with us. For students and faculty, it emphasizes that here, the future is a vibrant, smart place that Drexel will shape and build.

For the wider community, this theme is our pledge and promise: We will change the world for the better, propelled by our history of putting theory into practice and our commitment to be the most civically engaged University in the nation.

Drexel University seeks partners at every level who share our vision and passion. Every gift to and engagement with Drexel matters, and the commitment of our donors, event attendees and volunteers is important and highly valued.

The future is a place we make, together.

FREQUENTLY ASKED QUESTIONS

What is the financial goal of the Campaign for Drexel?

\$750 MILLION, COMPRISING:

\$175 million | Create new pathways for student success

- Financial aid, scholarships and fellowships
- Stipends for unpaid co-ops in non-profit, arts and cultural sectors
- Academic advising and student support services
- Athletics and recreation

\$250 million | Pioneer approaches in teaching and learning

- Endowed faculty support and named chairs
- Academic programs

\$175 million | Accelerate multidisciplinary discovery and innovation

- Interdisciplinary research
- Collaborative health ventures, including the A.J. Drexel Autism Institute

\$150 million | Enable the University's other strategic initiatives

- Academically-driven civic engagement opportunities
- State-of-the-art learning environments

What are the non-financial goals of the Campaign?

- Engage more than 35,000 alumni as donors, event attendees or volunteers
- Increase alumni participation in annual giving
- Create sustainable volunteer initiatives
- Cultivate a lasting culture of philanthropy

Who is likely to participate in the Campaign?

Anyone with an interest in Drexel: students, parents, alumni, faculty, staff and anyone who believes in Drexel as a place that transforms the lives of students and shapes the world, today and tomorrow.

When does the Campaign for Drexel start and end?

It began Dec. 1, 2013 and concludes June 30, 2022.

What gifts count toward the Campaign goal?

Every new gift and commitment to Drexel made between Dec. 1, 2013 and June 30, 2022 counts — no matter the designation or amount.

CAMPAIGN VOLUNTEER STRUCTURE

HONORARY CHAIRS

John A. Daskalakis '63
Dana Dornsife '83, HD '14
Richard A. Hayne*

Thomas R. Kline, Esq.*
Bennett S. LeBow '60, HD '98
C.R. "Chuck" Pennoni '63, '66, HD '92**

CO-CHAIRS

Richard A. Greenawalt '66*
Mary R. "Nina" Henderson '72*

J. Michael Lawrie '77*
Stanley W. Silverman '69, '74*

VICE CHAIRS

PHILADELPHIA METRO & SOUTH JERSEY

J. Kenneth Brubaker, MD, CMD '70
Abbie Dean '07*
Amish Desai '03
Ken Fulmer '92, '00*
Anthony M. Noce, Esq. '80
Ira M. Taffer, PhD '79, '83

WESTERN REGION

James Bean '91* (California)
Howard M. Benson '80, HD '15 (California)
Michael J. Edwards '83 (Oregon)
Richelle P. Parham '91* (California)

**Drexel University Board of Trustees*

***Drexel University Board of Trustees Emeritus*

NY METRO & NORTH JERSEY

Randall S. Burkert '82*
Domenic M. DiPiero III*
Sean J. Gallagher '93*
David R. Geltzer '77*
Patrick S. McGonigal '86*

FACTS & FIGURES SPRING 2021

UNIVERSITY FACTS *drexel.edu*

Founded in 1891 by Anthony J. Drexel
Degree Programs 200+
Colleges & Schools 14

President John Fry
Board Chair Richard A. Greenawalt '66

Revenue & Investment \$1,019,423,000
Expenses \$1,066,333,000
Endowment Assets* \$811,303,086

*As of 6/30/20; includes The Academy of Natural Sciences of Drexel University

The Academy of Natural Sciences of Drexel University
President Scott Cooper, PhD
Board Chair David E. Griffith
Number of peer-reviewed papers co-authored by Academy scientists in 2019-2020 93

Rankings
Carnegie Classification:
R1 Doctoral Universities (Very High Research Activity)

US News & World Report 2021

- #2** CO-OPS AND INTERNSHIPS
- #23** MOST INNOVATIVE
- #53** BEST UNDERGRADUATE ENGINEERING PROGRAMS
- #78** BEST VALUE
- #93** BEST COLLEGES FOR VETERANS

Wall Street Journal / Times Higher Education

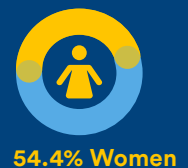
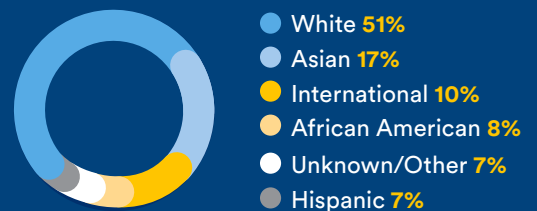
- #106** OVERALL

STUDENT PROFILE

2020 Fall Undergraduates
Full-time First Year Applicants **31,237**
Admitted 24,112
Matriculated 2,322

2020 Total Students **23,589**
Full-time 17,489
Part-time 6,100
Undergraduate 14,555
Graduate 9,034
Online 4,910

2020 Graduates **6,510**
Certificates 388
Bachelor's 3,204
Master's 2,260
Doctorates 658



2019 entering class retention to 2nd Fall Quarter
88.1%

2014 entering class 6-year graduation rate
70.8%

START
Dec. 1, 2013

PUBLIC LAUNCH
Nov. 11, 2017
\$410 million

GOAL
\$750 million

June, 2021
\$700 million



Priorities:

- Propel Student Success
- Accelerate Discovery & Innovation
- Pioneer New Approaches to Teaching & Learning
- Fuel Strategic Initiatives

Campaign Co-Chairs:

Richard A. Greenawalt '66
Mary R. "Nina" Henderson '72
J. Michael Lawrie '77
Stanley W. Silverman '69, '74

ALUMNI *drexel.edu/alumni*

Number of Living Alumni	169,602
States represented	50
Countries represented	142
Alumni engaged per year (based on FY20)	11,095
Board of Governors Chair	Amish Desai '03

STUDENT LIFE

University Libraries (2019-20)

579,131 on-site visits, 25,389 room reservations
across 4 physical sites, 1,321,429 total collection
items, 2.7 million downloads

Student Clubs & Organizations (2020-21)

317 undergraduate, graduate and club sport
groups, 36 fraternities and sororities, and
75 identity based and spiritual/religious
organizations

STUDENT SUCCESS

Athletics

NCAA Division I Varsity Teams (2020-21)

18 teams, 474 participants

The graduation rate for Drexel's student-athletes
is 81%, compared to 69% nationally

Tuition/Financial Aid

First year tuition & fees (2020-21) \$56,273

Room & board on campus (2020-21) \$16,008

Full-time, degree-seeking undergraduate students
who applied for financial aid (2020-21)

70%

Average student loan debt taken on

by first-year undergraduates (2020-21) \$9,704

Average undergraduate student

loan debt upon graduation (2019) \$46,775

Employment

Graduates since 2015 whose job offers included
a former co-op employer

47%

2019 graduates employed or enrolled in graduate
school 9 to 12 months after graduation

94%

CO-OP (2019-20)

Co-op student participants 5,956

Employment rate for students
scheduled for co-op 86%

Unpaid co-ops 22.4%

Co-op employers 1,652

International co-op experiences 134

Students in 36 countries



TEACHING & LEARNING (2020-21)

Total Faculty 2,197

Full-time 1,241

Part-time 956

Total Employees 5,928

22 fully endowed faculty positions

26 partially endowed faculty positions



DREXEL ALUMNI: AN OVERVIEW

Since its founding in 1965, Drexel Alumni has been a vibrant part of the campus community and has provided a wide array of programs and services to keep alumni in touch, informed, involved and invested in their alma mater. With more than 155,000 graduates worldwide, Drexel Alumni works to strengthen the lifelong bond between the University and its alumni, to support and enhance the student experience, and to help shape the future of Drexel University.

Mission — The purpose of Drexel Alumni shall be to provide an organizational framework to:

- Encourage and coordinate alumni activities and interests;
- Uphold and extend the influence of Drexel University and its alumni;
- Strengthen the bonds among alumni, students, and the University;
- Communicate alumni opinions on matters affecting Drexel;
- Foster sustainable support for the University and its constituents.

History

The National Alumni Association of Drexel Institute of Technology was established in 1965 by resolution of the Drexel Board of Trustees. In 1969, the organization changed its name to the Drexel University Alumni Association, then later to the Drexel University General Alumni Association. In 2006, the Association became known again as the Drexel University Alumni Association. In 2016, it simply became Drexel Alumni, to better communicate the inclusive nature of alumni engagement opportunities.

Membership

Membership in the alumni organization is automatically conferred upon graduation and is free.

Administration and Funding

The Office of Alumni Relations provides the strategic direction to develop and implement alumni programs, volunteer opportunities and benefits/services.

The operating budget of the Office of Alumni Relations is derived from the University, event registration fee and several affinity partners who provide benefits and services to alumni. This funding is used to underwrite the cost of alumni events and programs, and, on occasion strategic priorities of the University (including upkeep of the Paul Peck Alumni Center and endowment for the Alumni Impact Scholarship).

The Alumni Board of Governors

As the advisory body for Drexel Alumni, the Board of Governors is comprised of alumni whose demonstrated service and leadership display a strong understanding and commitment to the mission of the Alumni Association and the advancement of Drexel University.

The Board is a partner to the Office of Alumni Relations in the execution of a shared set of strategic priorities and plans and through its committees takes an active role in supporting the larger network of alumni volunteers, the administers the selection process for the annual alumni awards, student organization grants and student scholarships.

ALUMNI RELATIONS CONTACTS

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Office: 1.888.DU.GRADS
alumni@drexel.edu
drexel.edu/alumni

ALUMNI BOARD OF GOVERNORS: 2020-2021

EXECUTIVE COMMITTEE OFFICERS 2019-21

Amish Desai '03 (Trustee)
Chair

Corina Lam '10
Vice Chair

David Kaganovsky '95
Past Chair

Angela Harris '02
Committee Member

Ashish Joseph '12
Committee Member

Meghan L. Klauder '03
Committee Member

ELECTED DIRECTORS 2019-21

Valerissa Baker '15

Patricia Dieter '75, '77

Kristin Dudley '06

Stephen Facenda '90

Marshall Fleming '11

Christina Flory '09, '10

Manthan Gandhi '06

Patricia McHugh Giordano '88

Paul C. Gondek '74

Bernard Greene '99, '14

Angela Harris '02

Fred M. Kaplan '83

Orcel Kounga '17

Mare Lucas '88

Danielle A. Melman '13

Robert Raymond '05

Danielle Schroeder '17

Sara Schneider '09, '10

Jeffrey Spence '09

Nick Thompson '15

Karla Trotman '15

Valerie Tutwiler '13, '17

Niki Ververelli '07, '09

Patrick Williams '04

GOVERNORS EMERITI

Richard Blumberg '84

Maria Mascioli Charlton '82

Joel B. Cohen '54

Frederick Crotchfelt III '65, '66

Susan Daroff '70

Nana Goldberg DeLia '78

James B. Dougherty Jr. '78, '81

D. Eugene Hamme, '62, '70

Paul K. Johnson '92, '07

Arnold H. Kaplan '62

Adelina G. Kieffer '77

Lawrence Lehmann '72

Jeffery Lisinicchia '90

Christopher Stratakis '51

Ira Taffer '79, '83

YOUR ROLE

The success of alumni engagement at Drexel depends on a network of volunteers serving in a variety of roles. The Office of Alumni Relations values its volunteers and works to create programs and services to support and enhance their involvement.

Volunteers serve as ambassadors for the University and commit to working together in the best interests of the alumni community and the University and not for personal, political, third party or financial gain. Volunteers abide by the following codes of conduct and confidentiality:

Code of Conduct

- Adhere to the policies and procedures of the Drexel University. Ask for clarification if ever in doubt or if you do not understand them.
- Serve as a positive representative for Drexel Alumni and the University by conducting yourself in an informed, appropriate and professional manner.
- Prepare for and actively participate in your volunteer assignment.
- Acknowledge and respect other volunteers and their contributions, talents, efforts and dignity. Treat them equally as peers.
- Be courteous and respectful of other volunteers' opinions. Participate in open and honest communication and discussion in a responsible and respectful way.
- Keep your word. Accept an assignment only when you can truly participate 100% and are committed to completing the task.
- Strive to create satisfaction and enjoyment from your volunteer experience.

Confidentiality

As a volunteer, you recognize that you owe a duty of care to the University, and that includes a duty of confidentiality. In connection with your volunteer service, you may be given or have access to confidential information for alumni, the University or third parties.

- Confidential information is all information that is considered to be confidential or proprietary information of the Office of Alumni Relations, the University or third party sources.
- Confidential information may include, but is not limited to, information regarding the organization, operations, policies, procedures, programs, contracts, finances, investments, membership lists, and alumni directory data.
- Confidential information also may include, but is not limited to, unpublished or pre-released versions of the Office of Alumni Relations, University or third party documents and emails and information, and internal use only or limited circulation documents and information.
- When appropriate, written confidential information will be stamped "Confidential" and confidential conversations should be noted as such.
- You agree that you will not disclose or permit to be disclosed any confidential information, and that you will not appropriate, photocopy, reproduce, or in any fashion replicate any confidential information without the prior written consent of Drexel Alumni.
- You agree to use reasonable efforts to maintain the confidentiality of the confidential information.
- You also agree not to use any confidential information for your own benefit or that of your employer unless authorized in writing by the Office of Alumni Relations

OUR PLEDGE TO YOU

Your volunteer service is integral to achieving our Campaign goals and to advancing the overall mission of Drexel University.

OUR PURPOSE

We will enthusiastically support you, provide the resources that enable you to be successful in your role and ensure that your contributions are recognized.

OUR RESPONSIBILITIES

We are committed to:

- Providing ongoing education for volunteers, including:
 - Orientation
 - Bi-annual Volunteer Summit
 - Skills-based workshops
- Working collaboratively with volunteers to:
 - Identify your skills and interests and match them with opportunities to make an impact
 - Engage in an ongoing dialogue about your ideas, comments and suggestions and strategize on ways to bring them into action
 - Identify future volunteer leaders and donors within your personal/professional networks and implement strategies to engage them in the life of the University
- Providing administrative support
 - Coordinating events and meetings
 - Drafting correspondence
 - Writing speaking points/remarks
- Keeping you informed
 - Sharing Campaign news, case statements and progress via Campaign website, e-mail and newsletters
 - Providing you with University and college/school/unit publications that would be of interest
 - Inviting you to meetings/events on-campus and in your region
- Appreciating and acknowledging the efforts of our volunteers

ENGAGING YOUR NETWORK

An integral part of your volunteer role is to serve as an ambassador for Drexel University and encourage members of your personal/professional networks to do the same. These connections may be fellow alumni, parents of current students and/or friends who have an interest in engaging with the University in some way.

The questions below are intended to guide your discussions with these individuals so that you can learn more about their experience with and/or perceptions of Drexel and assess their inclination to become involved. The information they share with you can help us develop and implement new engagement opportunities in general, as well as foster engagement with specific people who may have the interest and/or capacity to become involved with the life of the University.

- Can you share some background about your Drexel experience (while you were a student, as a parent, as an alumnus)?
- What is your impression of Drexel today? What are your impressions about its vision for the future?
- How do you stay connected to Drexel?
 - If you are not currently connected to the University, what programs, volunteer roles, opportunities, can Drexel offer to engage you?
- What can Drexel do to keep you better informed of campus happenings and news?
- What suggestions do you have for how Drexel can connect with alumni from your class year/college or school/student organization, etc.?
- Consider your network: Are there classmates, family/friends, or others who are also Drexel alumni? Of these connections, who do you speak to on a regular basis?
 - Would you be willing to connect any of these individuals with me to discuss ways to become involved?

WAYS TO GIVE

You have the opportunity to help our students achieve a smart, vibrant future by giving to Drexel University and supporting the outstanding education it offers. There are many options to do this in meaningful ways that align with your personal and philanthropic goals.

Gifts by Check or Credit

- Give by credit card at drexel.edu/givenow or 215.895.2612.
- Mail your check payable to Drexel University to:
 - Drexel University
P.O. Box 8215
Philadelphia, PA 19101-9684

Please indicate where you would like your support to go on the memo line of your check.

Pledges

- If you are interested in making a gift but not in doing it all at once, you can enter into a pledge agreement with Drexel to support the area or areas most meaningful to you. Typically, pledges are fulfilled in three to five years through annual gifts, allowing you to spread your support over several years.

Drexel's Donor-Advised Fund

- Through its Donor-Advised Fund (DAF), Drexel partners with donors who share the University's vision and mission. Drexel's DAF provides opportunities to support Drexel, as well as other charitable organizations, over time with a single, convenient contribution.

Employer Matching Gifts

- You can double or triple the impact of your gift by taking advantage of a match from your employer. Some companies even match gifts made by retirees and/or spouses. See if your employer has a policy of matching charitable donations at matchinggifts.com/drexel.

Real Estate

- Donating a home, vacation home, undeveloped property or a commercial building to Drexel University will provide you with an income tax deduction for the fair market value of the real estate at the time of the transfer, and you'll pay no capital gains tax on the transfer.

Stocks and Securities

- You can make a gift of stocks or securities via electronic transfer, cash wire transfer or stock certificate via mail. This type of gift allows you to avoid paying capital gains on the shares' appreciated value, and you'll qualify for a tax deduction based on the stock's fair market value, no matter what you originally paid for it.

Wills and Estate Planning

- Charitable bequests through a will or trust continue to be one of the easiest and most popular ways to make an impactful gift, but other planned gift options include naming Drexel as a beneficiary of life insurance policies, retirement accounts or donor-advised funds.

WAYS TO GIVE

Life Income Gifts

- Life income gifts provide philanthropic support for Drexel while also providing both a charitable income tax deduction and an income stream to you and/or your loved ones. Charitable gift annuities (minimum \$10,000 gift) provide fixed income for life and allow donors to begin taking payments right away or to defer payments (and receiving a higher payout interest rate). Charitable remainder trusts (minimum \$100,000 gift) may be established to make income payments that fluctuate with the market, providing a hedge against inflation or to pay fixed income, which may offer tax advantages for donors donating highly appreciated assets.

Qualified Charitable Distributions from your IRA

- If you take required minimum distributions (RMDs) from your traditional IRA, the now-permanent Charitable IRA Rollover provision allows the direct transfer of all or part of your RMD (up to \$100,000 per person, per year) to charities like Drexel University without having to count the transfer as income for federal income tax purposes. Before you take this year's RMD, notify your IRA administrator that you want to make an outright gift to Drexel University and contact us to let us know to expect your gift.

For more information, visit giving.drexel.edu/ways-to-give

GLOSSARY OF TERMS

Anthony J. Drexel Society — Donors who contribute \$1,000 or more in a single fiscal year.

Fiscal Year — July 1 to June 30

Gift Planning — Drexel's Office of Planned Giving helps identify personalized giving strategies that can maximize benefits to the donor and to Drexel. Donors should also consult with their professional financial advisors. Examples of planned giving options include:

- **Wills and living trusts** — Donors can provide for Drexel through a bequest gift of a specific amount or a percentage of the remainder of an estate or trust.
- **Life insurance and retirement plans** — Donors can complete a beneficiary designation form that lists Drexel as a full or partial beneficiary of the proceeds from a life insurance policy or the remainder in an IRA or other retirement account.
- **Donor-advised fund (DAF)** — A charitable "savings account" that allows donors to recommend grants to support Drexel, as well as other qualified charities. Donors may direct outright gifts (grants) from their DAFs, and/or may name Drexel as the ultimate beneficiary of the remainder in the DAF.
 - The Drexel Donor-Advised Fund (DAF) — Donors may establish a donor-advised fund with Drexel. Gifts made to fund Drexel DAFs are tax deductible and grants may be made over time at the donor's request to support Drexel, and other qualified charities.
- **Stock** — Transferring appreciated stocks, bonds or mutual fund shares to Drexel University provides the donor with an immediate income tax deduction for the fair market value of the securities on the date of transfer (and no capital gains tax will be applied on the transfer when the stock is sold by the University).
- **Charitable Gift Annuity (CGA)** — A CGA can be funded with a tax-deductible gift of cash or securities to Drexel University. The donor (or someone the donor designates) will receive a fixed-amount annuity payment, which is based upon the donor's age at the time the gift is made, for life.
- **Real estate** — A donor can transfer the title to a residence, commercial property, farm or vacation home to Drexel University and receive a tax deduction for the fair market value of the property at the time the gift is transferred.

Gift Types

- **Current-use** — A gift in which principal is spent to make an immediate impact
- **Endowment** — An invested gift in which principal remains intact in perpetuity while a portion of the earnings is distributed annually
- **Unrestricted** — An undesignated gift that can be used at Drexel's discretion for University priorities
- **Restricted** — A gift designated for a specific purpose

Legacy Society — Donors who have named Drexel as the beneficiary of a planned gift

Major Gift — A gift or pledge in the range of \$25,000 to \$999,999

Pledge — A multiyear commitment divided into specific annual contributions

Principal Gift — A gift or pledge of \$1,000,000 or more

INSTITUTIONAL ADVANCEMENT CONTACT INFORMATION

MAILING ADDRESS FOR ALL GIFTS: CORRESPONDENCE:

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Philadelphia, PA 19101-9684

Drexel University Institutional Advancement
3141 Chestnut Street, Suite 310
Philadelphia, PA 19104

CAMPAIGN WEBSITE:

future.drexel.edu

DREXEL ALUMNI WEBSITE:

drexel.edu/alumni

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INSTITUTIONAL ADVANCEMENT CONTACT INFORMATION (CONTINUED)

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The text of this statement in its entirety was developed by the American Association of Fund-Raising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Association of Fundraising Professionals (AFP), and adopted in November 1993.