



EXPERIENCE

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Campaign Champions FY26 Impact Report

In its third year, the Campaign Champions cohort has grown into something greater than a program. It has become a movement. Spanning approximately 100 active Champions across Northeastern's global network of campuses, this dedicated group of faculty and staff, **across every campus and role**, has helped reshape what it means to give back to the university where they work, teach, and build communities of belonging.

Rooted in a shared commitment to community and service, Campaign Champions continued to deepen peer-to-peer engagement this year in ways both highly visible and quietly powerful—from moderating Giving Day Live! segments and staffing campus events, to sharing personal stories of why they give back, hand-delivering personalized postcards to colleagues, and organizing cultural events across our campuses.

The results speak to the power of that work. Faculty and staff participation **across our network** has increased by 70% in just three years. On Giving Day this year alone, 1,185 faculty and staff donors came together to raise \$157,154 through 2,162 gifts, a testament to what happens when a **global** community is activated by people they know and trust. And while the numbers tell part of the story, it is the culture behind them that matters most: more colleagues giving for the first time, more campuses finding their giving identity, and more Champions leading by example **and connecting with each other** because they believe that this work matters.

The Champions are closing out this third year as leaders who **are the** heartbeat of a giving culture —**built together, one gift and one relationship at a time**—that is unmistakably, **Northeastern's own**.

The Numbers That Tell Our Story

Faculty and Staff Participation

FY23

8.5%

773 DONORS

FY24

10.4%

949 DONORS

FY25

14.5%

1,315 DONORS

FY26

16%

1,420 DONORS

First Gift in FY26

561 BRAND NEW DONORS
THIS YEAR

748 FY25 DONORS
RETAINED

18% more retained than FY25

Participated, hosted, or spoke at

12 SIGNATURE UNIVERSITY
PROGRAMMING AND
ENGAGEMENT EVENTS

20 CAMPAIGN CHAMPIONS
VOLUNTEERED to review
Huntington 100 and Laurel and
Scroll applications

GIVING DAY CHAMPIONS IN ACTION

On Giving Day, Campaign Champions directly solicited more than 250 gifts and raised more than \$21,400 for Northeastern and helped to inspire:

1,185 FACULTY AND
STAFF DONORS

2,216 TOTAL GIFTS MADE
ON GIVING DAY

\$157,154 MADE POSSIBLE BY
FACULTY AND STAFF
DONATIONS

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