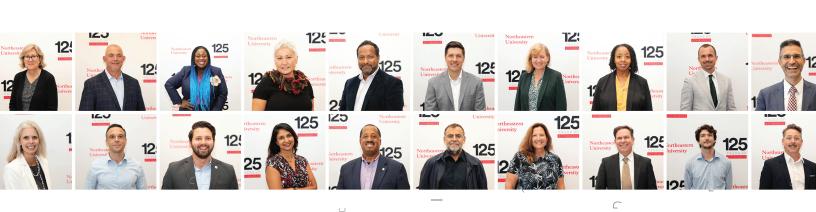


Campaign Champions FY25 Impact Report

In its second year, the Campaign Champions volunteer cohort has continued to grow in both reach and impact, strengthening a culture of philanthropy across Northeastern's faculty and staff community. Rooted in a shared commitment to experience, trust, community, and service, the Campaign Champions play a vital role in deepening peer-to-peer engagement and promoting the transformative power of giving.

During the past fiscal year, more than 100 active Champions representing 10 global campuses across 59 units helped advance institutional goals in three strategic areas: educating peers about the impact of philanthropy, building meaningful connections, and modeling leadership through advocacy. And they had fun while doing it! By sharing personal stories, organizing local and virtual outreach, and leading by example, this dedicated group inspired increased participation and awareness this year, helping faculty and staff see the tangible impact of their support.



This year, the Campaign Champions...

Advanced learning

The Campaign Champions presented or hosted



21

SESSIONS OR PRESENTATIONS ABOUT DONOR IMPACT

Established and attended the 1st annual Summit with over

64 VOLUNTEERS IN ATTENDANCE

Built community



12

NEW CAMPAIGN CHAMPIONS WERE RECRUITED 15 CAMPAIGN CHAMPIONS
VOLUNTEERED to review
450+ HUNTINGTON 100 AND LAUREL
AND SCROLL SOCIETIES APPLICATIONS

They launched the Campaign Champion Co-Chairs, adding MEMBERS TO A NEW EXECUTIVE

LEADERSHIP TEAM WITH MORE THAN

90 YEARS OF NORTHEASTERN TENURE BETWEEN THEM

Strengthened advocacy and modeled leadership

Faculty and staff giving participation rose 60% FROM 727 IN FY24 TO

11,168 IN FY25 ON GIVING DAY

The Campaign Champions partnered with Advancement to send



They created and led GIVING DAY CHALLENGES

The Campaign Champions raised over

\$31,000 ON GIVING DAY

They solicited more than

580 GIFTS ON GIVING DAY