

# EXPERIENCE

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## 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

**6** 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

**1,168** IN FY25 ON  
GIVING DAY

The Campaign Champions partnered  
with Advancement to send



**6** FACULTY AND  
STAFF APPEALS

The Campaign Champions raised over

**\$31,000** ON  
GIVING DAY

They solicited more than



**580** GIFTS ON  
GIVING DAY

They created and led

**12** GIVING DAY  
CHALLENGES

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