Corporate Partners' Challenge

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Usual Funding Sources for Computer Science

- Purdue University

- College of Science

- CS Department

- CS Corporate Partners

- Alumni

Some Numbers

- ~6000 Living CS Alumni

- 160 entities with gifts 5 of the last 10 years

- 79 Individual Donors

- 1.3% Individual Engagement or 2.6% Total Engagement

- Comparisons:

  - Physics 6% Individual Engagement

  - Unversity 12% Individual Engagement

Can the CPP help with CS alumni engagement?

Crowd Funding

the practice of funding a project or venture by raising onetary contributions from a large number of people

Popular Crowd Funding

KICKSTARTER

indiegogo

crowdfunder

✌AngelList

Funding Opportunities

Grace Hopper	$1,000 per student
CS Bridge Program	$700 per student
Undergrad Tutoring	$3,000 per semester
High School/Middle School Summer Camp	$350 per student

CPP Challenge Concept

- CS Corporate Partner Teams

    - Team decides on their won Funding Opportunity targets

- When

    - Purdue Day of Giving (Late April)

CPP Challenge Concept

- Winners

  - Team with most number of donors

  - Team with highest average donation

  - Team with highest total donations

Goals

- Tackle funding opportunities

- Get CS Alumni re-engaged again

Interested

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