The Scarlet & Gray Advantage
OSUAA Scholarship Challenge
Today we will cover...

Scarlet & Gray Advantage
- Timeline
- Program Components
- Cohort Demographics
- Student Experience
- Partnerships

Ohio State Alumni Association Club & Society Scholarship Challenge
- Resources Provided
- How to be Selected
- Best Practices
- Success Stories
The Scarlet & Gray Advantage: A Timeline of Success

NOVEMBER ’21
S&GA Launch
Launch of The Scarlet & Gray Advantage - a bold vision for Ohio State to be the first land-grant university to strive for a “debt-free” undergraduate degree.

SEPTEMBER ’22
Scholarship Challenge
Ohio State University Alumni Association clubs and societies are chosen to participate in S&GA scholarship challenge with Buckeye Funder goals.

MAY ’23
Ohio State Day of Giving
$45MM raised for crucial scholarship support to empower students and make education more affordable.

NOVEMBER ’23
The Scarlet & Gray Advantage will continue to grow and evolve as we learn how to best serve the next generation of Buckeyes.

NOVEMBER ’21
Matching Your Philanthropy
$50MM to be utilized as a 1:1 gift matching opportunity on all new gifts and pledges supporting current or new endowed undergraduate scholarships.

AUGUST ’22
Pilot Cohort Begins Class
125 first-year undergraduate students join the pilot cohort for the Scarlet & Gray Advantage with 101 students receiving scholarships with an average award of $8,172.

NOVEMBER ’22
$100MM Raised Toward $800MM Goal
Ohio State surpasses the $100 million mark in gifts and pledges, more than double the original goal set for the first year S&GA fundraising efforts.

AUGUST ’23
Second Cohort Begins Class
A second cohort experiences the transformative power of the Scarlet & Gray Advantage, while University researchers collect vital data to measure the continued success of the program and make alterations for the best possible student experience.

Looking to the future...
The Scarlet & Gray Advantage will continue to grow and evolve as we learn how to best serve the next generation of Buckeyes.
Program Components

Learning Experiences | Work Opportunities | Scholarships
Developing a “mindset”

Support and coaching

Community building

- Non-residential learning community
- Second-Year Transformational Experience Program (STEP)

Resource referral
Cohort Demographics

Size

Cohort 1: 121
Cohort 2: 150
All campuses represented

Demographics

In-state, 45 counties represented
>60% first-generation
50+ majors
12 colleges
Average SGA financial award: $8,100
Choosing Scarlet & Gray Advantage

“It sounded like a really amazing opportunity for me to be able to get my degree without having a lot of debt. Coming from a family that struggles financially, saving money and making the best financial decisions I can is very important for me…”

“I was really drawn to the idea of a community where I could meet new people who have different backgrounds while working towards a debt-free college degree.”

“...it seemed like a unique experience. I also wanted to be a part of the first group of students so I can help give my input and ideas to make it better.”

“...because without the heavy financial aid OSU is granting me, I would not be able to afford going to this school. Seeing that the S&GA program is supposed to help me learn about more ways I can finance my education and be smart with my money (and opportunities), I felt that it was sort of a no-brainer to join…”
Partners
Leading a cross-cutting team

Student Academic Excellence
Student Life
Advancement
Student Financial Aid
Corporate Partnerships

Business & Finance
Regional Campuses
Buckeye Careers
Marketing & Communications
Alumni & Volunteers
Ohio State University Alumni Association

Club & Society Scholarship Challenge
Resources We Provided

People
- Volunteer Leadership
- University Personnel
- Board Members
- Alumni and Donors

Education
- Regional Engagement Officers
- Development Officers
- Strategy Sessions
- Fundraising How-To

Buckeye Funder
- Online Fundraising Platform
- Dollar Goal
- Impact Levels
- Giving Portal
How to be Selected?

Club/Society Board Buy-In
- Existing scholarship/desire to establish a new scholarship
- Forward-thinking for group longevity
- Interest in/actively fundraising
- Communicative and relational

Community Buy-In
- Actively engaging and connecting with alumni base
- Alumni willing to leverage their networks
- Open to new approaches
Partnerships for Success

Regular and open communication
Reviewed historical data
Built strategy for engagement
Leveraged key players
Scholarship champion donors
Matching dollars - $10,000
Initial Clubs & Societies

Army ROTC
Alumni Club of Washington DC
Brutus & Cheer
Men’s Rugby
Scarlet & Gay
Results Driven

Initial Goal: $65,000
Final Dollars Raised: $67,292
8 champion gifts ($1,000+)
247 donors

Pending endowment
Inspired $50,000 cash gift
$1.5MM estate gift
Questions?
Thank You!

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