

Alumni Giving Campaigns: SoMuchSavings.com Helps Associations Generate Revenue and Boost Involvement of Former Students in Campus Life

SoMuchSavings.com supports alumni giving campaigns to help educational institutions boost awareness and giving among former students. Custom-branded shopping sites generate financial support for alumni associations while offering alumni, donors and other consumers savings on everyday purchases.

([PRWEB](#)) October 28, 2013 -- [Alumni Giving Campaigns](#) | [SoMuchSavings.com](#):

[SoMuchSavings.com](#) is supporting [alumni giving campaigns](#) at colleges, universities and other educational institutions by providing a powerful online platform that makes it easier than ever for alumni and other donors to show their support.

[Fundraising for education](#) is at a crossroads, and SoMuchSavings.com is helping schools meet the challenge by providing free, custom-branded shopping sites that generate revenue while helping people save money on everyday purchases.

The power behind SoMuchSavings.com is the “[Save to Support](#)” concept, which connects charitable organizations, causes and projects with a unique way to generate an ongoing revenue stream.

Alumni associations and other school programs, departments and organizations can register at SoMuchSavings.com for free, and then create a uniquely branded shopping website that can be customized to include information specifically about their history, mission and purpose. They can then direct consumers to their site to shop and save on millions of brands from thousands vendors. A percentage of each purchase is automatically directed back to the charity by SoMuchSavings.com.

“Alumni giving is vital because it’s more than just another source of revenue for a college or university,” said [David N. Capo, CEO of SoMuchSavings.com](#). “It’s an important indicator to outside observers of the overall excellence of an educational institution.”

The level of alumni giving to a school can have a profound effect on other fundraising efforts, particularly securing foundation and corporate grants. By working with SoMuchSavings.com, alumni associations and other departments at colleges, universities and other educational institutions can make it easier than ever for alumni to reconnect with their alma mater and provide financial support. That can lead to increased levels of regular alumni giving, which in turn can open the door to other, major types of funding.

Fundraising has become a key to the operation and survival of colleges, universities and institutions at all levels of education. Most schools have large staffs of development professionals whose sole task is to raise ever-increasing amounts of money for the institution or its programs.

According to Capo, that’s why SoMuchSavings.com is so effective—particularly because it’s not just a one-time thing. “As long as alumni and other supporters keep returning to the association’s customized site to save on everyday products, their transactions will support the alumni association and its programs,” he said. “The same applies to any other department or program of the institution. Every time someone shops and saves, they also support their alma mater by using their organization’s site and the SoMuchSavings.com system.”

Online shopping has become increasingly popular, especially among younger demographic groups. It has been estimated that online shopping in the United States will top \$250 billion in 2013 and exceed \$300 billion annually by 2016, if not sooner. The popularity of mobile devices is having a dramatic effect on e-commerce, and the majority of consumers under the age of 40 prefer to shop online. Not only do those consumers spend more than people who shop only in stores, they also seek ideas and feedback from friends through social media sites such as Pinterest and Twitter.

Those trends make the SoMuchSavings system ideal for college and university alumni associations, which commonly use affinity programs such as credit card offers, merchandising, and other marketing concepts as a way to enhance giving and encourage supporters to become actively involved. The SoMuchSavings.com concept of shopping, saving and supporting is another way to heighten alumni involvement with, and awareness of, their former school.

“It’s just a better way,” said Capo. “If someone is going to make a purchase anyway, why not save money and help others in the process? When you present former students of a college or university with that model, it’s truly a win-win proposition.”

About SoMuchSavings.com:

SoMuchSavings.com is an incentive-based, online savings resource that provides consumer savings, charitable donations and project funding to 501c3s, non-profits and unique project ideas. The company believes that, given the opportunity to do so, consumers will want to save money on purchases and help others during the process. The SoMuchSavings.com system was designed and developed to make this a reality for consumers, charities and projects around the globe. All registered causes are provided with their own savings, marketing and fundraising website. Learn more at <http://www.SoMuchSavings.com>.

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