



Philanthropy vs. Community Service vs. Awareness

Civic engagement encompasses a variety of events and initiatives which can take many forms. Use this document to best define your event or initiative – it is possible for your event to fall under more than one of these categories.

Community Service

“action taken to meet the needs of others and to better the community as a whole” (Campus Compact, 1998). It can be further defined as “non-compensated activities that are organized in partnership with a non-profit organization and directly benefit the larger public or external community.”

- Examples of what service is:
 - a) Going to the Ronald McDonald House to help clean and cook dinner
 - b) Cleaning up trash on the highway and other public spaces
 - c) Coaching a youth sports team
 - d) Time spent completing service on an Alternative Spring Break trip
 - e) Working a non-partisan voter registration drive

- Examples of what service is NOT:
 - a) Donations of money, food, blood, clothing, etc.
 - b) Tasks completed for a student leadership position, internship, clinical, job, etc.
 - c) Attending a philanthropy event or fundraiser without directly providing service
 - d) Helping with a campus program, unless the activity serves a community beyond Iowa State

Philanthropy

“the desire to promote the welfare of others, expressed especially by the generous donation of money [or goods] to good causes.”

- Examples of what philanthropy is:
 - a) Conducting an item donation drive for the local school district
 - b) Hosting a barbeque to raise money for Youth Emergency & Shelter Services
 - c) Selling hot chocolate on campus to raise money for Puppy Jake Foundation

- Examples of what philanthropy is NOT:
 - a) Fundraising for your chapter/organization
 - b) Offering a scholarship for members of your organization



Awareness Efforts

"a sustained effort to educate individuals and boost public awareness about an organization's cause or issue."

- Examples of awareness efforts:
 - a) Hosting an educational program about toxic masculinity
 - b) Tabling and handing out flyers to raise awareness about refugees
 - c) A social media campaign to educate followers on how they can help destigmatize mental illnesses

Need additional help? Contact your council officer or McKenzie Walsh, Coordinator of Sorority and Fraternity Engagement at mwalsh1@iastate.edu