

Building Alumni Engagement



Agenda

- Philosophy
- Information creates opportunity
- Vision
- Tailored Strategies
- Unrestricted donations



Philosophy

- We are here to help Alumni first
- Invest in Alumni networking
- Present your alumni with a value proposition
- Communicate and promote successes
- Enable alumni to help each other
- Empower Alumni to help steer the ship



Information creates opportunity

- Invest in good data
 - A good database and solid bolt-ons
 - Automation – work smart, not hard
 - Free resources to scrub and search for data (volunteers)
- Identify key members by class
 - Communicators (delegates)
 - Givers (benefactors)
- Communicate regularly (Birthdays, e-newsletters)
- Empower Alumni to help steer the ship



Vision

- Strategic Plan
- Keeps the eye on the ball
- Enables further investment where YOU want it
- Reduces rogue initiatives
- Be clear and confident – in order to be successful we must focus on x, y and z
- Empower Alumni to help steer the ship



Strategies by type

- Segmentation by age, giving potential and affinity
- Solicitation strategies that match the above
 - Proper ask amounts
 - Successful methods (email, snail mail, texting, social media, etc..)
- Don't ask those that already gave
- End of calendar year vs. end of fiscal year
 - Competition/challenge
 - Day of giving
- Empower Alumni to help steer the ship



Unrestricted donations

- Enable the school to accomplish goals in the strategic plan
- Keep it simple but stay flexible
- Don't overwhelm
- Leverage class delegates for communication
- Empower Alumni to help steer the ship



Questions

