CROSS COLLABORATION IN ALUMNI ENGAGEMENT AND ANNUAL GIVING

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WHAT DOES THE RESEARCH SAY?

• Between 2000 and 2015, according to the CASE Voluntary Support of Education Survey (VSE), the percentage of solicited alumni (from all types of postsecondary institutions) who made contributions to their alma mater declined from 18.3 to 11 percent. (CASE, 2018)

• VSE data from the past decade shows that the average number of alumni of record has grown by 44 percent, but average alumni participation rates have declined from 11.5 percent to 6.7 percent (alumni participation is the percentage of alumni of record who make contributions, as opposed to the percentage of solicited alumni who give).
WHAT DOES THE RESEARCH SAY?

• In a 2015 The Association of Governing Boards of Universities and Colleges (AGB) Quick Governance Survey on institutionally affiliated foundations and alumni associations, 75% of foundation chief executives reported that foundation staff and alumni association staff have begun to collaborate more closely.

• An additional 18% indicated that they would like to make changes to enhance alignment and collaboration between the foundation and alumni association.
WHY IS COLLABORATION IMPORTANT?

• Institutions are positioning alumni engagement shops as programs that advance specific goals aligned with institutional priorities in enrollment, career development, marketing, branding, development prospecting, and donor stewardship. (AGB, 2016)

• Alumni engagement must continuously collaborate with annual giving to advance fundraising initiatives and move fans and friend to patrons and promoters.

• Donor retention, reactivation and acquisition is a collaborative process that is not done in a bubble or silo a team approach to engagement can yield greater results.
WHY IS COLLABORATION IMPORTANT?

• Annual giving shops must remember that there is a strong correlation between volunteerism and philanthropy and must continue to partner with alumni engagement.

• Annual, major, planned and principal giving officers will never reach as many alumni as the office of alumni engagement can. Alumni need points of entry that lead to larger engagement.

• Collaboration allows for both alumni engagement and annual giving to participate in the revenue generation model and the creation of value for our consumers as a return on their investment.
THE FINANCIAL MODEL

• Annual fund – unrestricted gifts that support the greatest need
• Alumni dues – operational funds that support alumni, volunteer and parent engagement
• Paraphernalia sales – license plates, apparel, credit cards, insurance
• Budget allocation – dedicated line items (State or Foundation) in budget that support operations
• At some institutions - endowment (1% or more), special events, board donations, grants, corporate and foundation dollars
What does collaboration look like?
QUICK CASE STUDIES
• Like WSSU, we are a small shop of 4 staff members – and a cadre of incredible student workers

• FY18 Giving Tuesday = $64,000, FY19 Giving Tuesday = ~$93,000
  • Advocates and MGO partners
UNCA - SWOT ANALYSIS

- **Strengths**
  - Creative and dedicated staff
  - Support from Chancellor and Board of Trustees
  - GiveCampus Platform

- **Weaknesses**
  - Small staff, staff turnover, non-existent culture of philanthropy

- **Opportunities**
  - Giving societies, comprehensive campaign
  - Direct mail, texting, reimagine solicitations

- **Threats**
  - Competition of nearly 2,000 other non-profits in WNC
UNCA - STRATEGIES FOR SUCCESS

• Recruit faculty, staff and alumni Advocates
• Student videos
• Support from Major Gift Officers
• Communication, Communication, Communication
• Challenges, Matches, and Honor Roll listing
UNCA GIVING TUESDAY RESULTS

#GivingTuesday 2018

$92,973 donated

123% donated of $75,000 goal

328 donors

This campaign ended on November 27, 2018, but you can still make a gift to University of North Carolina at Asheville by clicking here!
UNCA GIVING TUESDAY RESULTS

• $92,973 total gifts
• 328 Total donors
• 37 Advocates
• https://www.givecampus.com/schools/UniversityofNorthCarolinaatAsheville/givingtuesday-2018/?a=1890791#advocates
• Facebook Live event
WSSU PROFILE

• Why is collaboration important for us?
• Small shop. AE Staff – 2 and AG Staff – None
• Only 27,000 alumni

• Largest giving day to date was in 2016 where 479 donors gave $48,000, but in 2017 our giving was around $20,000 on Giving Tuesday.
WSSU - SWOT ANALYSIS

• Strengths
  • Strong alumni affinity. New leadership willing to invest. Better understanding of the landscape surrounding our alumni and metrics behind regional engagement.

• Weaknesses
  • Lack of adequate resources. No budget for mail campaign. Down staff. Silos across campus. Alumni Association separate 501c3. Previous disjointed efforts.

• Opportunities
  • Out of 1,000 staff, 300 are alumni. Alumni enthusiastic about giving, but wanted to be informed and involved earlier.

• Threats
  • Alumni were not given enough lead time in the past to be informed, involved and champion our cause.
WSSU - STRATEGIES FOR SUCCESS

• Collaborative on campus information sessions and off campus conference calls (NAA, YAC and NAO).

• Engaged campus leadership (Chancellor, VC of Advancement, Faculty and Staff Senate)

• Engaged marketing team to create a social media marketing campaign on LinkedIn, Twitter, Facebook, Instagram and GroupMe

• Most important – conversations with gift processing team, foundation staff etc.

• Engaged alumni and student volunteers to staff campaign “war room”.

• Engage alumni via text in the morning and evening.
WSSU GIVING TUESDAY RESULTS

Goal $50,000.00
Raised $99,047.47
Total Donors 866

$22
Tracey Keck-Staley

$51
Anthony Pace

$25
Mary Wellington

$102
patsy lynch

$25
WSSU GIVING TUESDAY RESULTS

• 99,047 total gifts raised
• 88,850 in individual gifts
• Roughly 10,200 in company match gifts
• 866 donors, 18 teams, 34 individual fundraisers
• Huge social media traffic
• Positive reviews and buy in from alumni
• Highlights – One donor in the tech sector in CA gave $5,000 this year over previous year gift of $75. She enjoyed our embrace of technology.
• The institution cannot succeed without a vibrant and engaged alumni body.

• This isn’t about turf, nor is it a “donor-first” approach. It’s about connecting alumni in a collaborative, coordinated approach between Alumni Relations and Development regardless of the organizational model.

• The result will come in terms of meaningful, impactful, sustainable ways that strengthen the institution – financially and otherwise – while serving the needs of its graduates. (Marts & Lundy)
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THANK YOU!

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