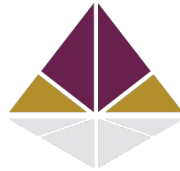


Watch the webinar:

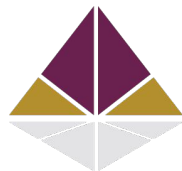
<https://www.youtube.com/watch?v=H0eKSbFv08>



AlumGrow Consultancy

How to engage your alumni for giving (or not...)

Presented by Alastair Lee Director AlumGrow Consultancy – 23 February 2022



AlumGrow Consultancy

A bit about me...

- Worked in education advancement leadership roles for over 21 years.

- Some past roles include:

Director, Community Relations, Development, Alumni & Marketing – Sacré Cœur Girls School

Director, Alumni Relations – University of Tasmania

Alumni Relations Manager – Deakin University

Marketing Head – Western Victoria, South East SA and Tasmania – Deakin University

- Founded Deakin's award-winning advancement program in 2004.
- Won many awards – including CASE Gold Award for Annual Magazines.
- Litigation lawyer for 3 years before my career in the education sector.
- My passions are family, education, viticulture and music performance.
- Proud Dad of daughters Charlotte and Molly.



About AlumGrow Consultancy



- Boutique firm founded in 2020 and based out of Melbourne Australia.
- Education advancement specialists assisting education providers to generate more alumni support, fundraising revenue and enrolment enquiries.
- Offer services in project consultancy, market research, coaching and mentoring and masterclasses.
- **DevelopmentPro Growth Framework™** contains the tools and strategies to create the support programs to build and grow community support to achieve financial stability by:
 1. Growing Alumni affinity and support with time and referral networks
 2. Increasing revenue from high impact fundraising tactics
 3. Boosting enrolment enquiries through pipeline expansion
- Services and programs available globally.
- Visit us at **alumgrow.com.au**.



Key alumni giving metrics to consider



Key alumni giving metrics

0.6% of alumni donate in Aust/NZ vs 5.0% globally

0.3% of alumni volunteer in Aust/NZ vs 4.0% globally

84% of alumni have given to an organisation in which they have volunteered, and alumni who volunteered gave 56% more

Alumni annual giving has increased by over 4% globally since 2018

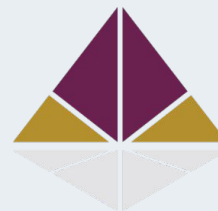
Overall alumni giving has continued to decline at 0.5% per year over the last decade

New alumni donor acquisition has declined by 5.2% since 2016

47% of alumni feel their alma mater does not need charitable contributions as much as other non-profits

For private educators 70% of fundraising proceeds will come from alumni

Statistics source: Council for the Advancement and Support of Education (CASE) & VAESE Annual Survey Report Series



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What is your alumni fundraising program WHY?



Importance of alumni giving to education providers – the whys...

There are eight major benefits that can flow from your alumni giving programs:

- **Benefit 1:** Volunteering – defrays costs, provides expertise and fills skill gaps = **budget savings**
- **Benefit 2:** Bursaries – Provides education opportunities to those less fortunate = **value proposition**
- **Benefit 3:** Scholarships – Attracts/retains top students = **enrolment growth & prestige**
- **Benefit 4:** Campus environment – Facilities and equipment development = **student experience & marketing**
- **Benefit 5:** Research – Supports vital research = **Community benefit, staff recruitment, campus development**
- **Benefit 6:** Unique programs – Supports special course development = **Student experience & marketing**
- **Benefit 7:** Endowed Chairs – Attract brightest and best academic staff = **branding & research outcomes**
- **Benefit 8:** Future proofing – Insulates institutions against future economic pressures = **Protection & Prosperity**



**So where to
start?**

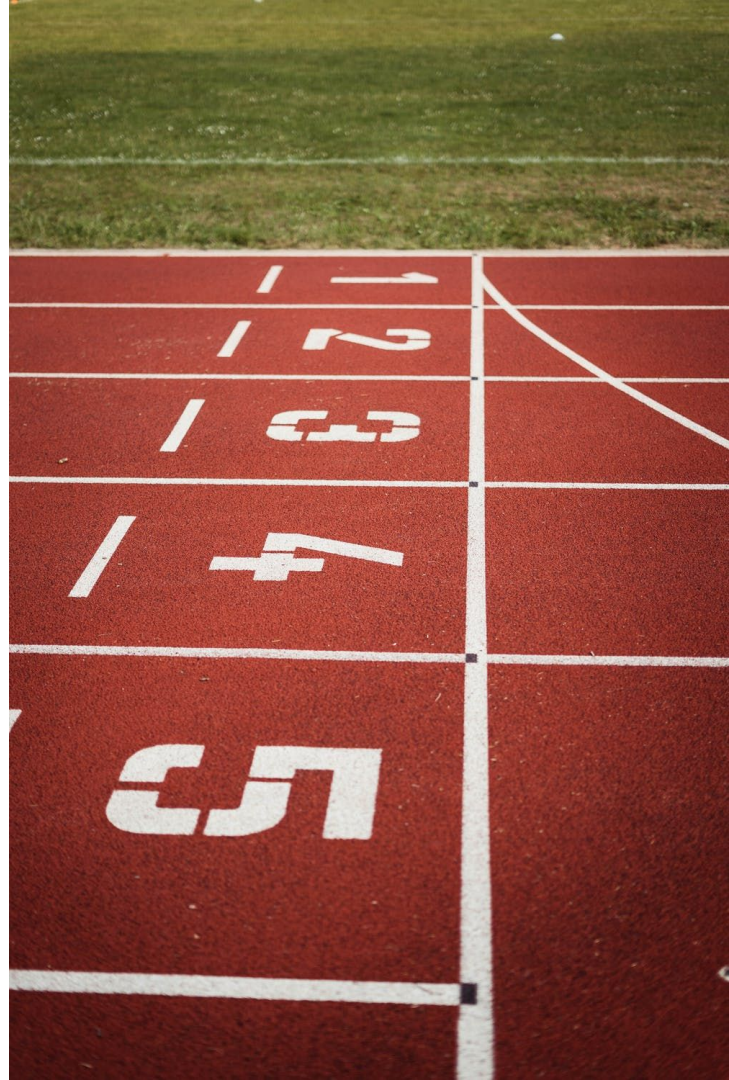


It all starts with **two** vital decisions...

Your institution must *collectively* decide it *really* wants to fundraise from alumni **AND** then **WHY**

Should be agreed to and supported by:

- You
- Senior leadership
- Foundation Board
- Staff
- Alumni (and even students) and/or
- Other significant stakeholders

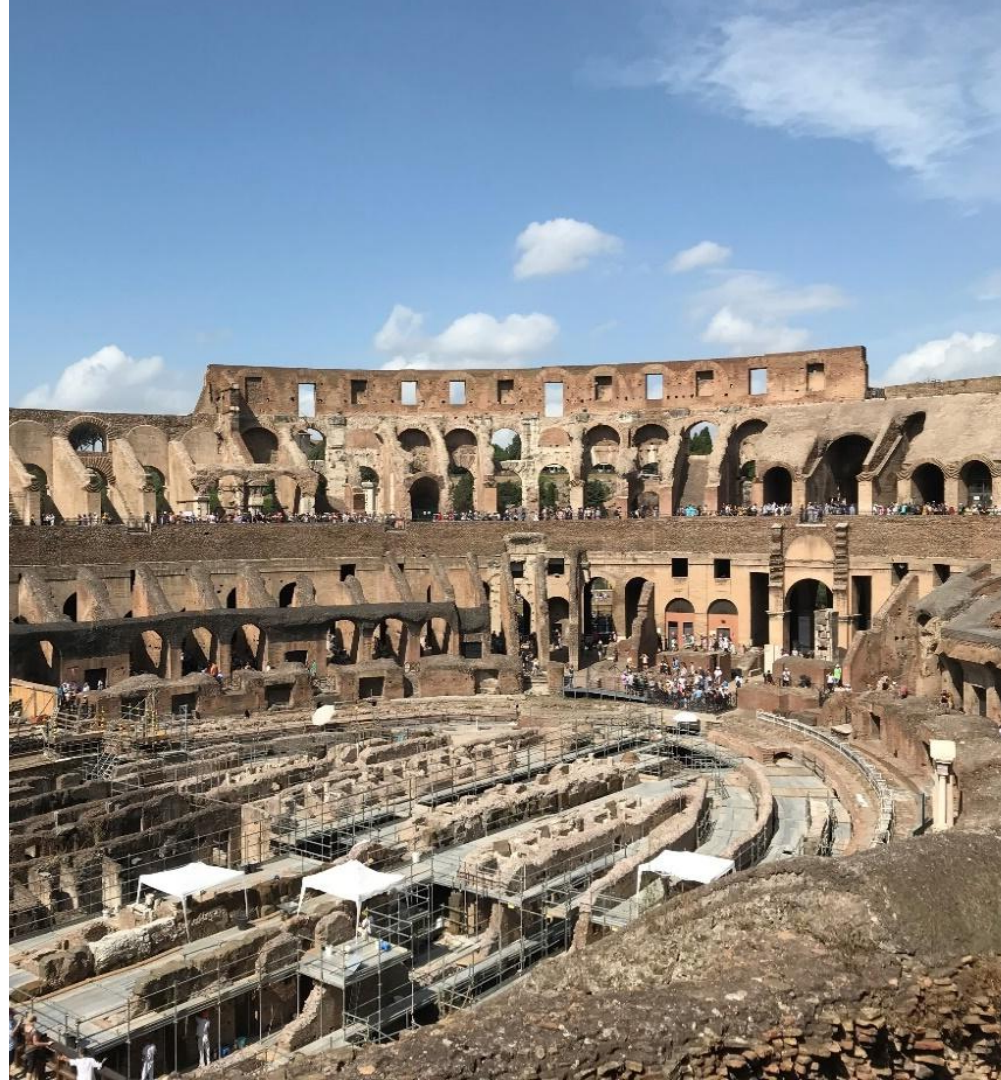


**14 key
foundation
pillars that all
alumni giving
programs
need...**



Key alumni giving foundation pillars

1. Take the time to establish strong program foundations.
2. Research and plan your HOW (tactics) thoroughly inc. feasibility study.
3. Devise a living fundraising plan with clear SMART goals.
4. Consistent long-term resourcing.
5. Meaningful, authentic and ongoing relationship building.



Key alumni giving foundation pillars

6. Compelling Case(s) for Support (overall and per individual campaign).
7. Fit-for-purpose infrastructure e.g. giving website, CRM, policies & procedures.
8. **Keep It Simply Sustainable** – start small and build slowly.
9. Be seen to be giving back **well before** making any alumni ask.
10. Patience and consistency are keys – Alumni fundraising is a long-term game!
11. Engaging and immersive alumni volunteer programs (remember those statistics).
12. Donor stewardship program – you can never thank your supporters enough!
13. Develop and apply a consistent research and solicitation process (but no scripts!)
14. 30 cents AUD is a key ROI stat



My secret recipe to help you know how and when to engage alumni for giving...

Hint: There is no 'silver bullet' or one size fits all
– but there are proven indicators and engagement techniques to help you!

I don't know what I'm doing but I have fun doing it



My secret recipe to help you know how and when to ask...

Equipment and Tools

Alumni program with strong participation levels and high contactability rates

A compelling need (your Why)

Strategic Plan (supported by a business plan)

Infrastructure AND research, solicitation and stewardship processes

Preparation

Review and consolidate all alumni data in your CRM

Constant prospect research and rating to evaluate alumni - ability, interest and access

Positive Engagement Framework – weighted alumni lifecycle indicator

Can take several years



My secret recipe to help you know how and when to ask...

Method

Research, segment and then customise your engagements – gradual growth

Use social media to engage younger prospects (including students – your future alumni)

Change your engagements up from monotonous asks – demonstrative storytelling

Encourage recurring and ‘play it forward’ or planned gifts e.g. bequests

Use direct mail to avoid the ‘digital switch off’

Conscript volunteers – peer group pressure e.g. Foundation Board, giving ambassadors

Special ingredient

Gut feel – past learnings have a big role to play (particularly in major gifts fundraising)

A trusted mentor or colleague (with experience) here can be invaluable



**Recap: A dozen
key takeaways
for you**

VIP
Very Important Parts



Recap: A dozen key takeaways for you

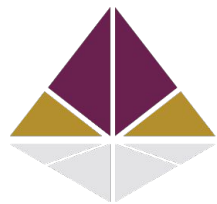
1. Alumni giving is based on a lot of factors, but at the core is your alumni donor data and ability to build meaningful, transparent, two-way relationships.
2. Agree on your strategic whys/how's from the top down.
3. Establish strong and consistent program foundations.
4. Seek to fundraise unapologetically from alumni (just never at first instance).
5. Use consistent frameworks and approaches for research and prospect pipelining.
6. Develop compelling, promoted and living Cases for Support.



Recap: A dozen key takeaways for you

7. Incorporate alumni donor stories in communications – demonstrate impact.
8. You can **never** thank your alumni volunteers and donors enough.
9. Your CRM system is the true rock star of your program.
10. Don't get despondent over limited resources. Find your inner promotions guru!
11. Seek out professional fundraising assistance when you feel you need it.
12. Ditch the scripts and cookie cutter approach – authenticity rules!
13. **Plus 1 rule: Don't forget the above takeaways and above all have fun!**





AlumGrow Consultancy

Schedule a chat with us today!



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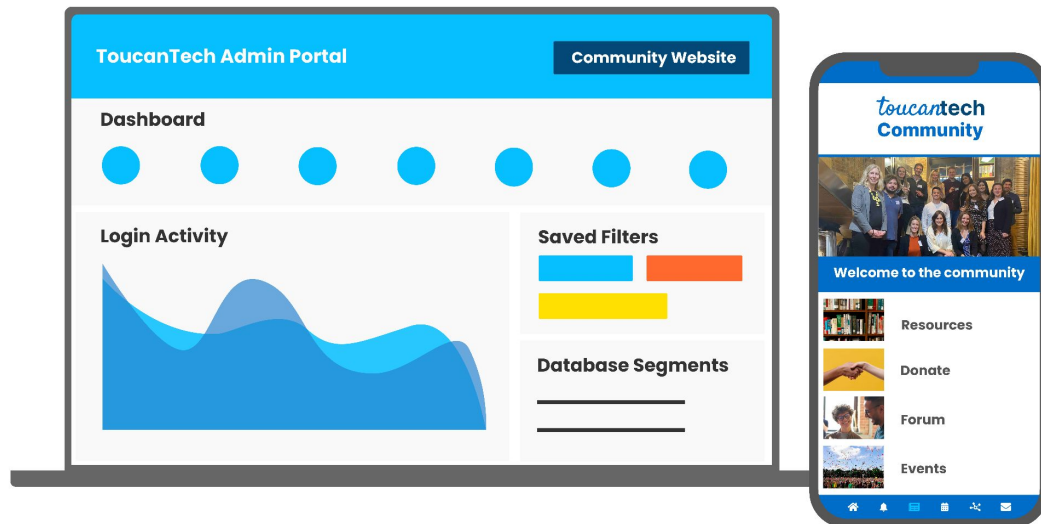
We specialise in assisting education providers to generate more alumni support, fundraising revenue and enrolment enquiries

Questions & Discussion



About ToucanTech

ToucanTech is an easy, affordable and beautiful fundraising CRM and website software to manage your supporter records, email newsletters, online payments, events, mentoring, careers and more!



Any questions?

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www.toucantech.com

