

Reasons to invest in your alumni community

While many studies justify alumni relations wholly based on their fundraising outcomes, there is added value for both schools and individuals in driving alumni programs outside of financial gains. By investing in your alumni community, you can harness the power of a network of talented alumni who can help both your school and their peers.



For your organisation

Alumni can provide their expertise to the current student population or school



- For students, alumni can return to speak to a class or share their career journey with soon-to-be grads
- For the institution, they may be able to leverage skilled workers such as lawyers for pro-bono consultants or succession plans for governing boards

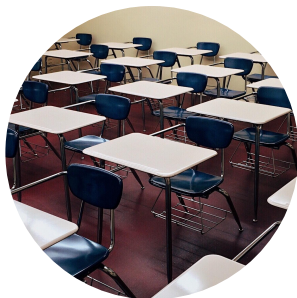
Alumni will become brand ambassadors, driving word-of-mouth referrals through their personal network



- While an alum's student experience may drive referrals without a program, a positive ongoing alumni relationship will ensure it!
- Research indicates that word of mouth referrals have a very high level of trust associated, and up to five times more impactful than other forms of advertising
- Word-of-mouth referrals are even more important for service categories such as education, where they are usually a top 3 reason for choosing a school.
- Research from [Independent School Australia](#) cites it as the top reason, with 53% of parents choosing a school based on referrals from friends and other parents.



Schools can expect to see an increase in enrollment from alumni, reducing the overall marketing/ admissions cost



- Many students return to raise families where they grew up – 73% of US students returned to live where they grew up. By engaging alumni, you have an enthusiastic pool of prospective parents. Some schools report as many as 50% of their alumni as parents – staying in touch is vital to achieve this!
- Overseas alumni can support any international recruitment, but you need to know where they are located and stay in touch.

Alumni can provide financial support in the way of donations, bequests, legacies endowments to fund scholarships, buildings and resources or programs.



- Many studies imply a correlation of giving and age (peaking at 50+ then again later in life) as well as affinity to school.
- However, another study found that 8 out of 10 alumni will not donate because their college did not do enough to connect. Without engaging an alumni relations programme, you will likely reduce the potential donor pool.
- [This article here](#) documents that after one year of using ToucanTech to increase Alumni engagement this school increased alumni giving by 22% YoY and saw a 50% increase in bequests.

Network of volunteers who not only give treasure and talent but also time



- Whether you're searching for focus groups to find out what works with your alumni, or volunteers for your next fundraising event, alumni of all ages are keen to get involved and give back to their community
- Consider leverage of professional expertise. Architects, lawyers may provide services pro bono.

Encouragement for long term staff



- Seeing the success stories of their former pupils – and even better, getting to speak to them and hear their highlights from school at reunions and other events, gives confirmation that their role has meaning and value



Reasons to invest – for your alumni

Support across their career journey to see them thrive post-education (after all the investment from teachers and staff!)



- They may seek advice from professionals in the alumni community on resume writing or interview skills
- They can network at a broader level with others pursuing a career in the same industry
- Finding a job as opportunities are shared and promoted in the network
- Or utilising career resources, ready to download directly from your alumni site

Value of being a mentee OR mentor



- As a mentee – receiving valuable advice and coaching
- As a mentor – the opportunity to share their experience, grow as an informal coach benefiting themselves and their career.
- And both parties will thank the school for facilitating the program!

Being valued as an individual



- Schools can highlight personal or professional journeys, documenting the stories make people feel special.
- Plus remembering birthdays and important milestones (ie reunions!)
- Being part of an engaged community has also been reported to have knock-on benefits for mental health

Share the great feeling of giving back



- A number of studies have documented the benefits of giving to an individual's wellbeing. Your school can share the opportunity to give back in meaningful ways, supporting a future generations' education and investing in projects or funds that alumni have a personal interest in.

"It took 9 months reviewing over 60 products before I settled on ToucanTech. As a comprehensively integrated SaaS platform, I am able to manage our contact database, communications, membership fees and donations, community groups and online store plus more I am getting to in time. Most importantly the after sale support has been exemplary in both ideas, design and technical support. Do yourself a favour and speak to ToucanTech."

Paul Harapin

President –Sydney High School Old Boys Union + Head of Revenue & Growth, Stripe APAC

