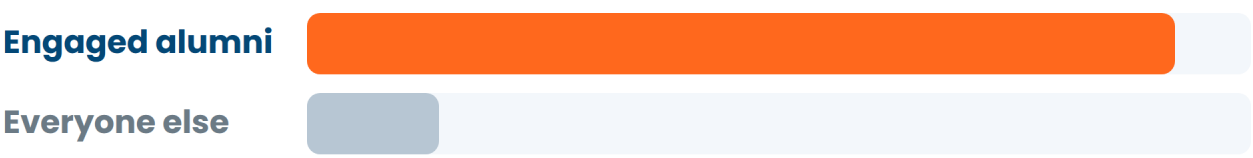
A BENCHMARK REPORT FOR ADVANCEMENT TEAMS

12x

Engaged alumni give at 12 times the rate of everyone else.

Most advancement offices can only see a fraction of that engagement. Here's what the data says actually predicts a gift, and what typically gets missed.

LIKELIHOOD OF GIVING, BY ENGAGEMENT LEVEL



WHAT THIS REPORT COVERS

Identify
the signals that predict giving

Spot
the gaps most schools miss

Build
a plan to prioritize outreach

• THE PROBLEM

You already know who gave last year.
The harder question is who's about to.

1. Most teams track three things consistently: email activity, event attendance and donation history.
2. Volunteer participation, website activity or peer-to-peer interaction is tracked across multiple tools.
3. Informal touchpoints, like a campus visit or a call with a former teacher, go untracked entirely.
4. There's no single view of how engaged any one person actually is.
5. Building that view by hand takes more staff hours than anyone has.

THE ICEBERG OF ENGAGEMENT: WHAT GETS TRACKED, AND WHAT DOESN'T

Email opens **Event attendance** **Donations**

what most schools track

Campus visits Staff conversations Merchandise purchases

Family engagement

• BEFORE WE GO FURTHER

Better engagement tracking starts with a framework

Four modes of engagement, when tracked cohesively, tell you far more than giving history alone.

1

Philanthropic

Any giving activity, from a first gift to a legacy pledge.

2

Volunteering

Formal roles: mentoring, boards, guest speaking.

3

Experiential

Events, campus visits, in-person and virtual.

4

Communication

Email, content, social engagement.

• WHAT GOOD LOOKS LIKE

Four capabilities that turn tracking into prediction.

1 **Automatic engagement flags**

Systems that flag a rising prospect without anyone tagging a record by hand.

2 **One activity timeline**

Every touchpoint lives on one record, not spread across five tools.

3 **Personalization beyond a first name**

Merge fields for your group, giving history and event history, not just "Dear [First Name]".

4 **A visual donor pipeline**

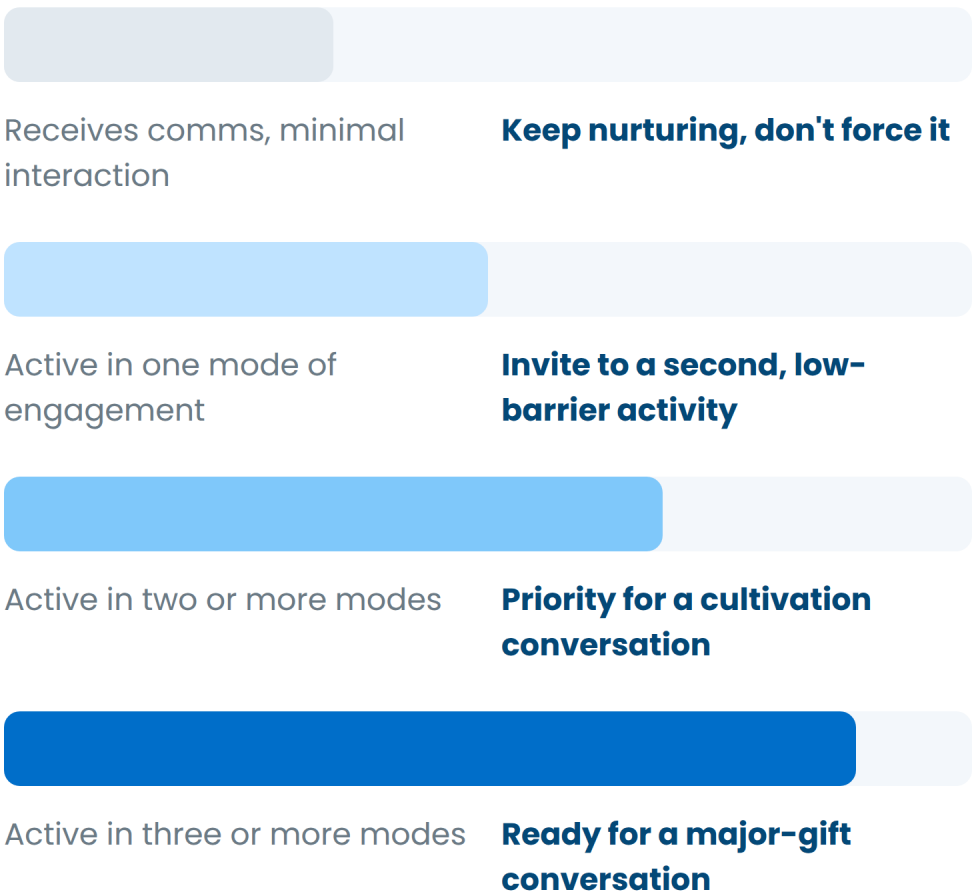
Non-technical staff can filter and prioritize without writing a query.

36.3% of alumni who volunteer or show up to events go on to give back.

Stat from CASE Insights on Alumni Engagement, 2023.

THE DATA

Engagement compounds: a four-stage analysis on any database record.



• QUESTIONS WORTH ASKING

Five questions to reflect on today.

1. Does your database track four modes of engagement automatically, not just email opens and event check-ins?
2. Can you flag an 'engaged prospect' without manually looking at each record?
3. Are you personalizing comms based on year-groups, gifts received and past event attendance?
4. Can your entire office view alumni records, events and donor activity in one system?
5. How much time do you spend with spreadsheets or manually parsing data?

While deciding on a new platform, pick one that can run alongside existing systems before replacing them. That way you don't change everything at once, and your team can ease into learning new systems.

• MEET TOUCANTECH

toucantech

One platform for every engagement signal, and the giving it predicts.

ToucanTech brings fundraising, events, alumni directories, email and engagement tracking into a single system. Here's what that looks like on one record.

A single alumni record: identity, giving history and every engagement flag in one place.

St. John's Prep · Queens, NY

Switched from Raiser's Edge to ToucanTech and migrated over 27,400 donations. Within weeks of going live: **$8,000+** in online giving processed and **260+** event registrations completed.

> *"An all-in-one will change how you think about your constituents and their engagement."*
>
> — St. John's Prep

• GET THE FULL FRAMEWORK

toucantech

See which engagement signals predict a gift, before it happens.

Get the full engagement tracking framework ToucanTech uses with 500+ schools and associations worldwide: the four-mode model, the prioritization framework, and a practical checklist to start tracking what you're currently missing.

Speak to an expert

Want to know more? **See the full framework.**

500+ schools & universities worldwide

4.9 ★ from 150+ verified reviews on Capterra