

CREATING A YOUNG ALUMNI TRAVEL PROGRAM

July 11, 2012 :: 1:00 – 2:30 p.m. EDT

ACADEMIC · IMPRESSIONS

WEB CONFERENCE



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OVERVIEW

A strong young alumni engagement effort can help broaden your constituency base and insulate your shop from future fundraising downturns. Now is the time to expand your outreach beyond giving clubs and happy hours.

Join us online to learn how you can design and host young alumni travel experiences that will engage potential donors. Our presenter will showcase Northwestern University's annual "Young Alumni Ski and Snowboard Trip," an offering that engages over 200 travelers annually and boasts a 64 percent giving rate among past participants. Along with gaining a thorough understanding of how the program operates, you will learn tactics for:

- Selecting and managing trip volunteers
- Engaging an external travel partner
- Messaging your offering
- Integrating giving opportunities
- Scaling the program for a smaller setting

LEARNING OUTCOME

After participating in this webcast, you will be able to create a young alumni travel option to increase young alumni engagement.

WHO SHOULD ATTEND

Advancement professionals (especially those in alumni relations and annual giving) charged with engaging young alumni will learn how to create a travel option to enhance their efforts.

AGENDA

- Institutional and program context
 - Enrollment, alumni base, and shop structure
 - Program backdrop, genesis, successes
- The program model
 - Location and student-experience focus
 - Budget, costs, and inclusions
 - Travel partner roles
- Program logistics
 - Volunteer leaders
 - Selection criteria
 - Roles
 - Planning and promotion
 - Timeframes and deadlines
 - Website, email, and social media marketing examples
 - Developing an FAQ
 - Fielding participant special requests
 - Integrating giving opportunities
- Implementing the program at your institution
 - Building buy-in and setting expectations
 - Translating the model to a smaller institution
- Measuring your results

Learn
how one
institution
uses
innovative
travel
offerings
to increase
young alumni
engagement
and giving.



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INSTRUCTOR



Matthew Herek, Associate Director, Young Alumni Engagement, Northwestern University

Matt works to keep graduates of the past decade engaged with Northwestern and partners with his colleagues in the office of alumni relations and development to ensure that that engagement leads to investment in NU's philanthropic interests. A member of his division's social media strategy team, Matt is the main voice of @nualums on Twitter and a curator of facebook.com/northwesternalumni. Prior to arriving at Northwestern, he held positions in campus center management at the Illinois Institute of Technology and residential education at DePaul University..

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.

CFRE Continuing Education Credits

This webcast has been approved for continuing education credits toward the CFRE International application for initial certification and/or recertification.



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REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost.

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Postmarked on or before July 2, 2012

Single site connection: Creating a Young Alumni Travel Program _____ \$350.00 USD

Additional site connection _____ \$195.00 USD

(After July 2, 2012, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

Registrants receive a 50% discount on a CD-ROM recording of this session. Please send me the CD-ROM _____ \$175.00 USD

Can't attend the live session? Please send me a CD-ROM recording of this webcast _____ \$350.00 USD

(For CD-ROM orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ _____

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.): _____

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____

Institution/Organization _____ Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

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Sign me up for **HEI: Weekly Scan** – the week's most critical news, with analysis of top stories and trends, sent on Fridays

Sign me up for **HEI: Monthly Diagnostic** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

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CHECK/INVOICE

My check is included and covers _____ registration(s)

Check # _____

Please invoice me

Purchase Order # _____

(PO# not required to receive invoice)

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by May 4, 2012. A \$75 processing fee will be assessed. After May 4, 2012 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

