



LEARNING OUTCOME

After participating...

...you will be able to strategically leverage social media to further your fundraising work.


 **AGENDA**

- Leveraging Social Platforms for Prospect Research
- Incorporating Information in Donor Strategy
- Overcoming Privacy Concerns

 **ACADEMIC**
IMPRESSIONS 3

 **CHAT**

**How do you HONESTLY feel
about social media's ability to
improve donor prospecting?**

 **ACADEMIC**
IMPRESSIONS 4

WHAT DO I DO?



- ✓ Manage the Cornell alumni social media accounts
- ✓ Produce and implement various digital content to engage alumni on the social web
- ✓ Monitor and evaluate the people responding to the social content we produce
- ✓ Design digital strategies that assist with alumni events (livestream, marketing, etc.)
- ✓ Work with annual fund on giving society strategies, giving day, crowdfunding, etc.

In short: use the social/digital web to build a pipeline that moves alumni from online engagement to loyal donor.



5

#Altraining



LEVERAGING SOCIAL PLATFORMS FOR PROSPECT RESEARCH



6

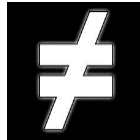


The Old Prospector

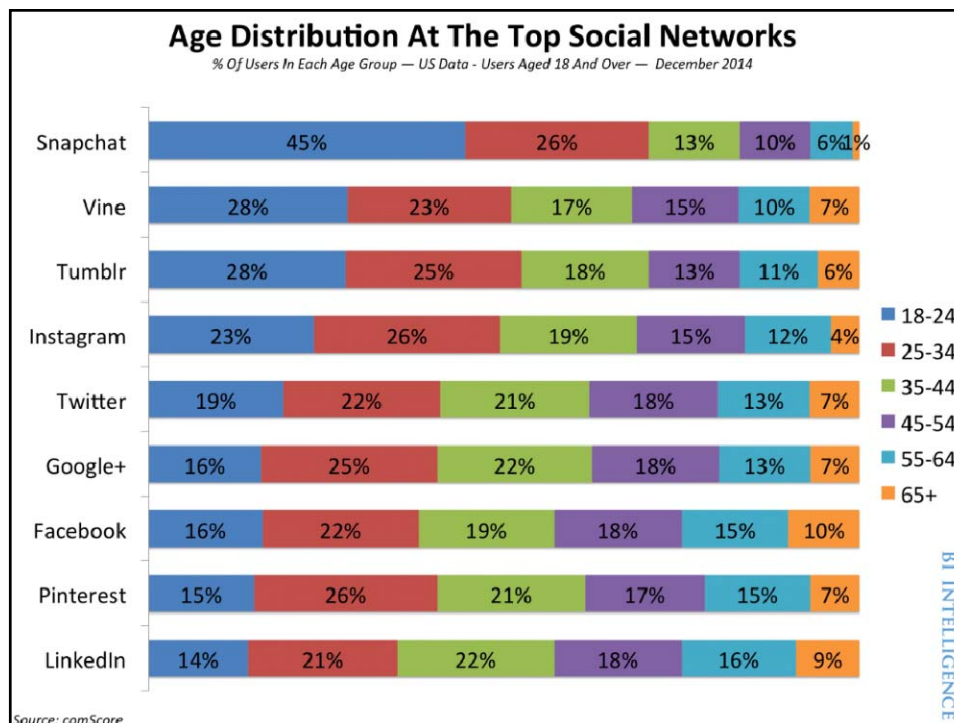
HIGHER ED'S OLD PROSPECTOR AKA GIFT OFFICER




PREVAILING THOUGHT.



ai ACADEMIC
IMPRESSIONS 9






Cornell Alumni
 @CornellAlumni FOLLOWS @KEITH-HANNON
 The OFFICIAL twitter account for the entire Cornell University alumni community! THE handle for everything Big Red!
 Ithaca, NY · facebook.com/cornellalumnia...


TWEETS	FOLLOWING	FOLLOWERS	LISTED
5,995	2,862	8,420	113

Following




- ✓ 5,700 new Tweets ever second
- ✓ 1.3 billion registered users
- ✓ 320 million monthly active users
- ✓ Users spend 170 minutes/month on Twitter
- ✓ #Hashtags allow for focused, public dialogue

11



Cornell Alumni
 @CornellAlumni FOLLOWS @KEITH-HANNON
 The OFFICIAL twitter account for the entire Cornell University alumni community! THE handle for everything Big Red!
 Ithaca, NY · facebook.com/cornellalumnia...

TWEETS	FOLLOWING	FOLLOWERS	LISTED
5,995	2,862	8,420	113



Following

- Sarah Fischell** @sarahfischell Unitarian Universalist, gardener, engineer, parent, proud Cornellian.
- Myriad Restaurants** @MyriadRestGroup @TribecaGrill | @NobuNewYork | @NobuFiftySeven | @NobuNextDoor | @NobuOldParkLane | @StandNY | @CruetWineCo | @DailyBurgerMSG | #AcceClubC1Fied
- Farhad Taleghani** @farhadtaleghani Management Consultant with 30+ years of experience implementing Project Management and Job Costing Systems.
- Bonny Odis Bora** @BonnyOdisBora Wife/Mom/Womanist/Neard @CornellLaw @KCCollege, Ex-Law Firm Partner, Now @MLAGlobal Exec Legal Search Firm. Tweets = all MINE, but RT is NOT necessarily endorsement.
- Tierman Shea** @TMS2002 Cook, biker, needlepointer, and family travel agent.
- Ivan Coulter** @IvanCoulter
- Bob Zeidman** @bob_zeidman Bob Zeidman is president of both Zeidman Consulting, contract R&D firm, and Software Analysis and Forensic Engineering, provider of software IP analysis tools.
- Jonathan Hyde MD** @jhyde1960s Orthopaedic spine surgeon pioneering minimal invasive techniques at the South Florida Spine Institute, located in Miami Beach, FL.
- Eric Young** @CornellVC Canaan Partners co-founder, Cornellian & hockey fan
- Jeremy Schapp** @JeremySchapp We have met the enemy and he is us.
- David Nowicki** @NowickiDaves Californian enjoying the east coast from midwestern roots. Husband, Dad, Draftee, CEO, Connectivity Fan, Travel Addict, Sports Fanatic.
- Benoit Gateau-Cumin** @1985S1

12

743 subscribers
270,910 views
Video Manager

Cornell Alumni Association
View as: Yourself
Subscribe 743

Home Videos Playlists Channels Discussion About

- ✓ 1 billion users
- ✓ 4 billion video views per day
- ✓ 6 billion hours of video watched per month
- ✓ 300 hours of video uploaded every minute
- ✓ Mobile users average 40 minutes/session
- ✓ 58% of Gen X, 43% of Boomers use YouTube
- ✓ 85% of online adults (globally) consider themselves regular YouTube visitors
- ✓ Adults 18-34 now watch more YouTube than cable TV

13

cornellalumni
EDIT PROFILE


Cornell Alumni Support Cornell on #GivingTuesday giving.cornell.edu/give

2,323 posts 4,723 followers 253 following

Instagram

- ✓ 400 million monthly active users
- ✓ 90% of users are under 35 years of age
- ✓ 1 in 4 of online adults use Instagram

14



Cornell Alumni Association
Published by Keith Hannon [?]
Like This Page · May 12 · 🌐

Another Slope Day in the books!

📷 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share

👤👤👤 1.4K Chronological ▾

53 shares 18 comments

View 12 more comments

Jenny Byun-Kwak Slope Day...such great memories 🍷 Cadie Park Gloria Lee Ochman Yujin Kim Raki Helen Hwang
Like · Reply · Message · 👍 3 · May 13 at 1:39pm · Edited

Joyce St John Beautiful shot!!
Like · Reply · Message · May 13 at 1:49pm

Madeline Ramirez one more month!!
Like · Reply · Message · May 13 at 4:42pm

Gail Ladd Love this campus.
Like · Reply · Message · May 13 at 7:07pm

Stephen Hinson Slope Day '12

Write a comment... 📷 🌐

Reach of post = 45,000

ai ACADEMIC IMPRESSIONS 15



Cornell Alumni Association
Published by Keith Hannon [?]
Like This Page · May 12 · 🌐

Another Slope Day in the books!

📷 Tag Photo 📍 Add Location ✎ Edit

👍 Like 💬 Comment ➦ Share

👤👤👤 1.4K Chronological ▾

53 shares 18 comments

View 12 more comments

Jenny Byun-Kwak Slope Day...such great memories 🍷 Cadie Park Gloria Lee Ochman Yujin Kim Raki Helen Hwang
Like · Reply · Message · 👍 3 · May 13 at 1:39pm · Edited

Joyce St John Beautiful shot!!
Like · Reply · Message · May 13 at 1:49pm

Madeline Ramirez one more month!!
Like · Reply · Message · May 13 at 4:42pm

Gail Ladd Love this campus.
Like · Reply · Message · May 13 at 7:07pm

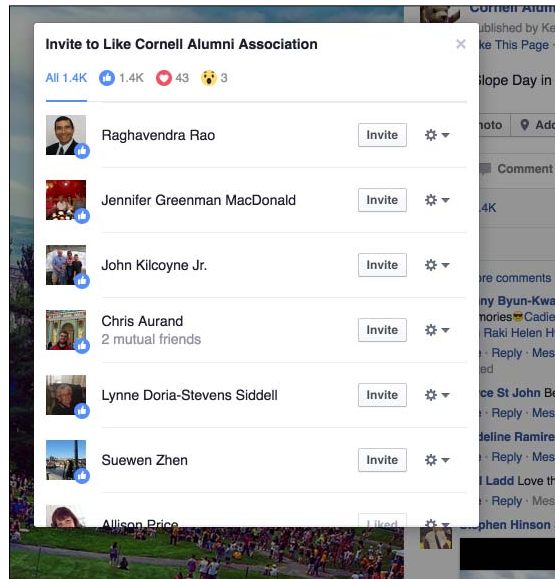
Stephen Hinson Slope Day '12

Write a comment... 📷 🌐

Reach of post = 45,000

ai ACADEMIC IMPRESSIONS 16

- ✓ See who they are
- ✓ See if they're tracked
- ✓ Invite them to like the page so they see more



ai ACADEMIC IMPRESSIONS 17



- ✓ Over 1.5 billion monthly active users worldwide
- ✓ 1.39 billion MAUs login via mobile
- ✓ 1 billion sign in EVERY day
- ✓ 110,000 Cornell emails matched
- ✓ Users share 2.5 billion pieces of content daily
- ✓ 300 million photo uploads per day
- ✓ Average American spends 40 minutes/day on FB

18



POLL

How many tracked prospects have engaged with you on Facebook in the past month?

MONITORING, NOT JUST POSTING



Kristan Peters-Hamlin added a new photo to Cornell Alumni Association's timeline — with Kent Hamlin.

October 14, 2015 · 🌐

Some Alumni love their alma mater so much that they name their sailboat after it. GO BIG RED! ~ Kristan Peters-Hamlin



MONITORING, NOT JUST POSTING

 **Kristan Peters-Hamlin** added a new photo to Cornell Alumni Association's timeline — with Kent Hamlin.
October 14, 2015 · 🌐

Some Alumni love their alma mater so much that they name their sailboat after it. GO BIG RED! ~ Kristan Peters-Hamlin



We're gonna need a bigger ask....




ai ACADEMIC
IMPRESSIONS 21




QUESTIONS

ai ACADEMIC
IMPRESSIONS 22






Cornell University Alumni Network
55,494 members



- ✓ 400 million active users
- ✓ Users span 200 countries
- ✓ 2 new accounts created every second
- ✓ 80% of users over the age of 35
- ✓ **ROUGHLY 187,000 Cornellians**
- ✓ Average # of connections a CEO has = 930

24



Titles


- ✧ Managing Director
- ✧ Managing Partner
- ✧ Partner
- ✧ Owner
- ✧ CEO/CFO/COO/CMO
- ✧ President
- ✧ Chairman
- ✧ Surgeon/MD
- ✧ Principal


Industries

- ✧ Finance
- ✧ Medicine
- ✧ Law
- ✧ Energy
- ✧ Media
- ✧ Entrepreneurship

Company Size

- ✧ Myself Only
- ✧ 1-10
- ✧ 250-500
- ✧ 1000-5000
- ✧ 10,000+






Kathy Savitt
@ksavitt

Dreamer, Inventor, Mother, CEO of Yahoo, BFF, sister, humanist and aspiring optimist. kathy.sav.tumblr.com
Woodside, CA - yahoo.com

3,622 TWEETS 231 FOLLOWING 6,812 FOLLOWERS

[Following](#)



Scott Belsky
@scottbelsky

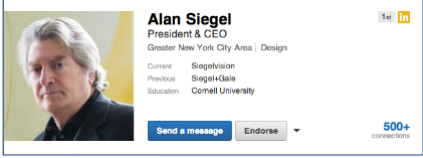
Leading @Behance to connect and empower the creative world. Publisher of @99U, VP Products & Community @Aolabc, Author of Making Ideas Happen. Investor/Advisor
New York, NY - scottbelsky.com

7,324 TWEETS 571 FOLLOWING 46,097 FOLLOWERS

[Following](#)

Major Gifts

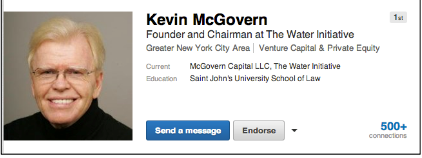
Major Gifts



Alan Siegel
President & CEO
Greater New York City Area | Design

Current SiegelSiegel
Previous SiegelGale
Education Cornell University

[Send a message](#) [Endorse](#) 500+ connections




Kevin McGovern
Founder and Chairman at The Water Initiative
Greater New York City Area | Venture Capital & Private Equity

Current McGovern Capital LLC, The Water Initiative
Education Saint John's University School of Law

[Send a message](#) [Endorse](#) 500+ connections

Major Gifts

Principal Gifts



ASKING THE RIGHT QUESTIONS



Follow Niraj

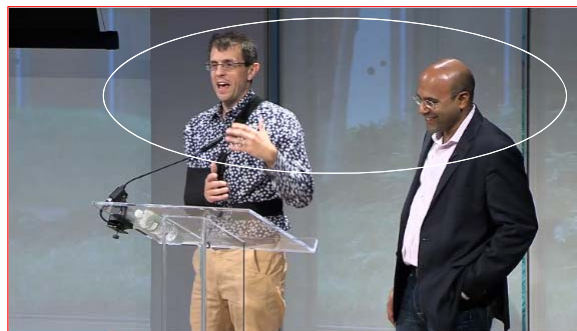
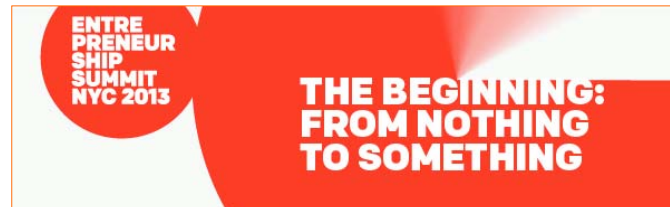
Niraj Shah • I was a Civil and Environmental Engineer... I took a class at the Johnson Schhol my senior year ('95) called Entrepreneuship and Personal Enterprise, taught by David BenDaniel. As a result my business partner, Steve Conine (fellow classmate) and I started an Internet consulting firm, Spinners, sold that to iXL, went to to start & sell a software company, and are now 10 years into our third business. An online retailer for the home called Wayfair (www.wayfair.com), a \$500 Million business growing fast. The path would have been very different if I never took that entrepreneurship course....

2 days ago • Unlike • Reply privately • Delete



"What class at Cornell was instrumental in helping you achieve occupational success?"

(2012)



(2013)



ASKING THE RIGHT QUESTIONS



(2014)



(2015)

ai ACADEMIC IMPRESSIONS 29

LINKEDIN FOR REUNION CAMPAIGNS



ai ACADEMIC IMPRESSIONS 30

LINKEDIN FOR REUNION CAMPAIGNS



Bob Bender
Sr. VP, HMO International
at HMO
Greater New York City Area

Fahad Talghani
Partner at CRE Skillion
LLC
San Francisco Bay Area

Jonathan Fall
Software business
owner/partner at Rinkoff,
Keller - Experienced
Greater Seattle Area

Frederick Telling
Chairman at Oregonian,
Inc.
Daytona Beach, Florida

Nancy Arnold
Principal at Arnold
Consulting
Greater Philadelphia Area

Amy Newman
Senior Lecturer
Management
Communication, Cornell
Ithaca, New York Area

Michael Wagner
Director Travel Income at
M.V. Wealth Advisors, LLC
Cleveland/Akron, Ohio Area

Jeffrey Cowan
Employment and Business
Trial Lawyer Representing
Employees and Local
Greater Los Angeles Area

Rebecca Sparrow
Executive Director, Cornell
College Services at Cornell
University
Ithaca, New York Area

Irene Warner
Selectman, Town of Essex
and Owner, Personal
Trainers
Burlington, Vermont Area

Andrea K. M. Foster
Senior Vice President -
Development, Manus
Hites & Resorts
Greater Milwaukee Area

Tom Kline
Executive Director of
Beneficial Education at
Cornell University School
Ithaca, New York Area

Carlton Griffin
Senior Sales Manager at
Jagis North
Greater Philadelphia Area

Kristina Z. Collie
Director, Data Science and
Strategic Analytics
Washington D.C. Metro Area

David Natus
Senior Managing Director
at L.P. Power Safety
Advocate
Greater New York City Area

ai ACADEMIC IMPRESSIONS 31

LinkedIn

LIVE Demo

ai ACADEMIC IMPRESSIONS 32

THE SOCIAL MEDIA STAMP PROSPECT NOMINATION



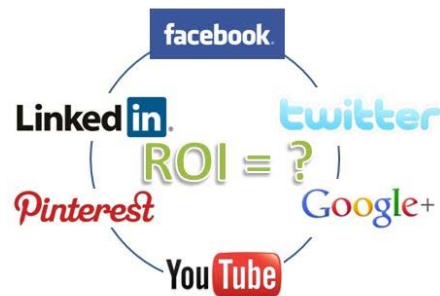
FY 2014

- 60 nominees processed
- 96% assessed at 25K+
- 42% assessed at 100K+
- 10% assessed at 250K+



33

THE SOCIAL MEDIA STAMP PROSPECT NOMINATION



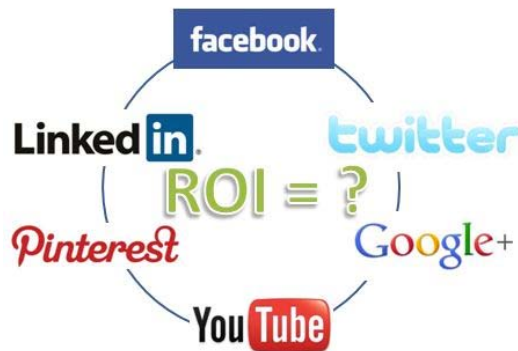
FY 2014 Nominees:

- Only 8 made a gift in FY14
- 21 have never made a gift to Cornell
- Total lifetime giving = \$42,000 (57% from 2 gifts)
- MINIMUM capacity of nominees = \$1.4 million
(assuming everyone has at least \$25k capacity)



34

THE SOCIAL MEDIA STAMP PROSPECT NOMINATION



OVERALL

- 400+ nominees processed
- 80-85% assessed at \$25K+
- 35% assessed at \$50-99K
- 25% - 30% assessed at \$100K+

LINKEDIN PROCESS



- Gain ownership of your alumni LI group
- Lock the group (require approval to join)
- Assign approval process to a staff member
- Train staff member on capacity indicators
- Train staff member on how to nominate
- Report:
 - # of new group members
 - # of nominations
 - % qualified for tracking

600 ADDITIONS TO MG ANALYZED

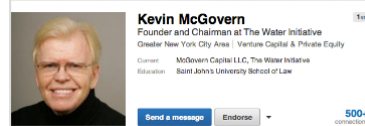
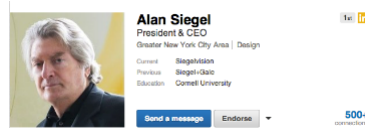
- Included alumni, alumni ND, parents, and friends
- 60% had confirmed profiles on LinkedIn

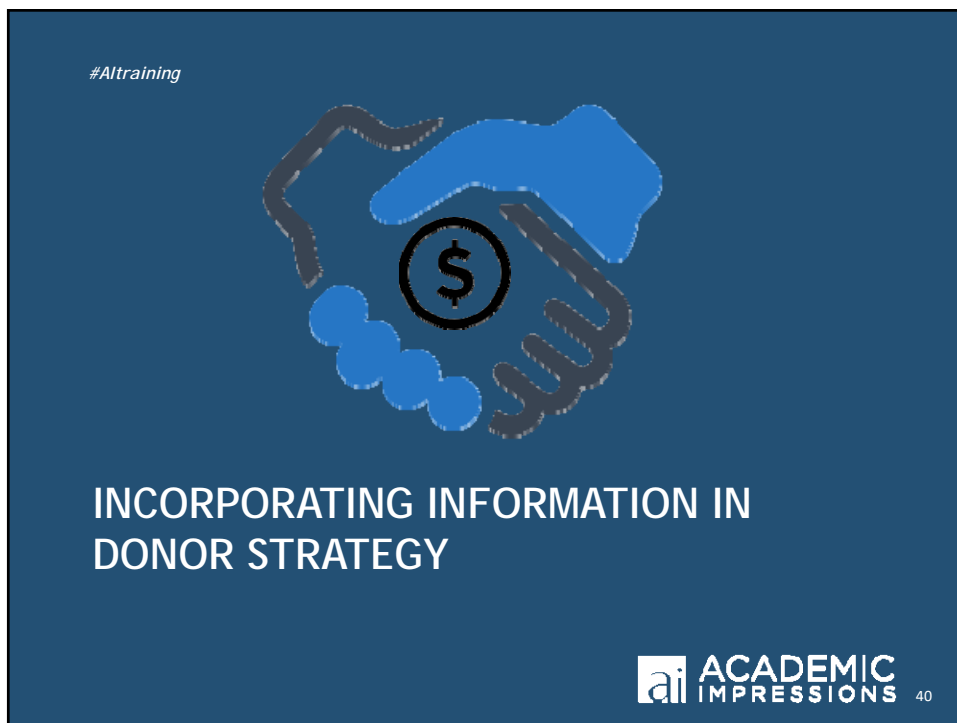
JUST ALUMNI

- 65% had profiles on LinkedIn
- 15% already belonged to our private LinkedIn group and we didn't know it.



New Prospector?







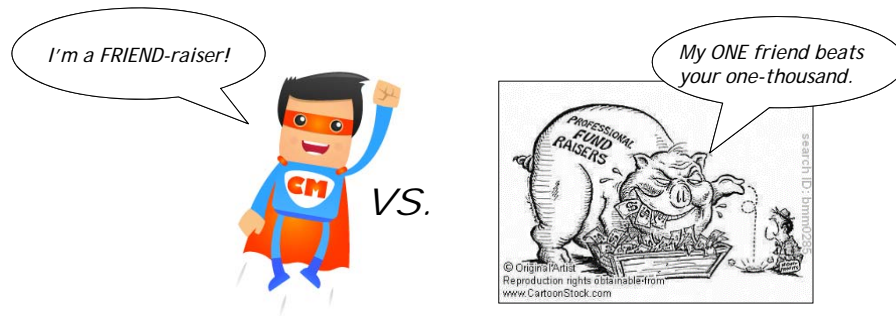
ai ACADEMIC
IMPRESSIONS 41



No one can do it alone.

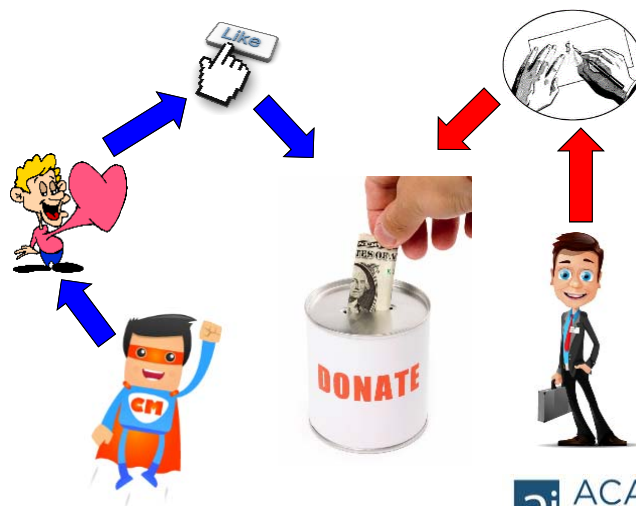
ai ACADEMIC
IMPRESSIONS 42

IT'S NOT GOOD VS. EVIL



ai ACADEMIC
IMPRESSIONS 43

THE BELIEF: *WE SERVE DIFFERENT PURPOSES*



ai ACADEMIC
IMPRESSIONS 44

THE REALITY: *WE'RE ALL FUNDRAISERS*



ai ACADEMIC
IMPRESSIONS 45

FORMING A PARTNERSHIP

Social Media
Community
Managers



Annual Fund
Prospect Research
Gift Officers

ai ACADEMIC
IMPRESSIONS 46



Thanks so much, Keith. This is great. Of course, Mag was all over it, then Ashley, then Shannon. It's a good thing we have so many peeps looking out for me ☺

My question is: How do we get her to respond? We've reached out to her for the last two years.....silence. Of course I'd love to have additional information!


OhWiseOne, what say you?

"We've reached out for the last two years and...silence."


- Cornell Major Gift Officer



**Cornell Alumni** @CornellAlumni 30 Aug
@ksavitt congrats on your new gig with @Yahoo! Good luck and thanks for making your Big Red family proud! #Cornell
Expand ↩ Reply 🗑 Delete ★ Favorite

★ **Kathy Savitt** favorited your Tweet 30 Aug
30 Aug: @ksavitt congrats on your new gig with @Yahoo! Good luck and...


Keith, Congratulations!
You and Kathy are now connected.

**Kathy Savitt**
CEO and Founder, Lockerz.com
[View Kathy's Profile](#)

Greater Seattle Area
Internet Industry
ksavitt@yahoo.com

In		10/11/13	[Kathy Savitt] Was amazing to participate in the @Cornell Entrepreneurial Summit today in NYC. Proud to be one of the Big Red. @CornellAlumni (+ add note +) (+ details +)	...	In		8/18/13	@CornellAlumni hopin' and prayin' !!!! (+ add note +) (+ details +)	...
In		9/26/13	[Kathy Savitt] @CornellAlumni @cornelleship That is so sweet--- other than a PMP from the West Campus hot truck? Looking forward to seeing everyone. (+ add note +) (+ details +)	...	In		7/2/13	@CornellAlumni it's Edie :) but big red would have been great. (+ add note +) (+ details +)	...
In		8/21/13	RT @CornellAlumni: #1 in our hearts! RT @edebohl: Congrats to @ksavitt, ranked 10th out of 50 @Cornell Notable Alumni by @LinkedIn http://... (+ add note +) (+ details +)	...	In		6/14/13	I was talking about Cornell's big new expansion to NYC and I felt so much Big Red pride! @Cornell @CornellAlumni (+ add note +) (+ details +)	...
In		8/18/13	@CornellAlumni thx!!!! (+ add note +) (+ details +)	...	In		5/21/13	RT @CornellAlumni: @ksavitt congrats on the @tumblr acquisition! Looking forward to a great tool becoming even better! #cornell (+ add note +) (+ details +)	...
In		8/18/13	@CornellAlumni hopin' and	...	In		5/10/13	RT @CornellAlumni: @ksavitt how do we get @yahoo On the Road to make a stop at #Cornell? We'll be following the tour!	...
In		5/10/13	@CornellAlumni @yahoo We plan to make Cornell a stop during On the Road College tour this Fall. Stay tuned. @LisaLisajlicht (+ add note +) (+ details +)	...					
In		4/30/13	@CornellAlumni Ken has an awesome sense of humor! Have a great session and Go Big Red :) (+ add note +) (+ details +)	...					
In		3/14/13	RT @CornellAlumni: @ksavitt We're enjoying the new @Yahoo design! Thanks for making #Cornell alumni more productive on the web!	...					

51

CORNELLCHRONICLE

January 14, 2014

Science, Tech & Medicine Arts & Humanities Business, Law & Society Campus Life


Sept. 19, 2013

Yahoo!'s Kathy Savitt to speak at NYC summit, Oct. 11

By Kathy Hovis

Kathy Savitt '85, chief marketing officer at Yahoo, will be the keynote speaker at the second Cornell Entrepreneurship Summit NYC Oct. 11, organized and hosted by Entrepreneurship@Cornell (E@C).

The summit, with the theme "The Beginning: From Nothing to Something," will feature 11 entrepreneurial business leaders speaking in TED-style talks of 15 minutes each about their entrepreneurial journeys. They will share insights about their successes and challenges, and motivate and inspire participants to pursue entrepreneurial risk.

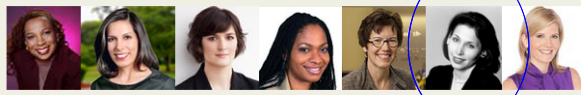


Savitt

PCCW Annual Meeting

Save the Date!

February 28–March 2, 2014



Thought Leaders: Inspiring & Igniting Change for Women

Mark your calendars now and look for the schedule and registration information in late January.

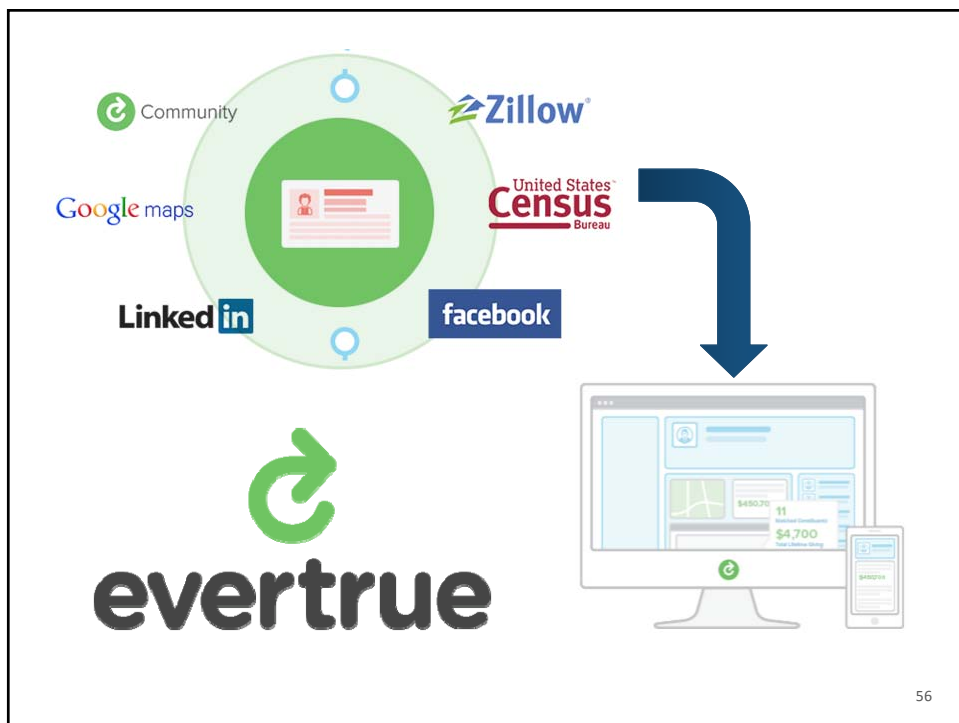
CORNELL
Annual **FUND**




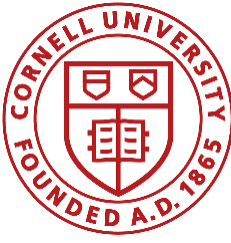
A good start.

 **ACADEMIC**
IMPRESSIONS 53





56

Engaged on Facebook?
29,691 constituents

☐ Add to List ☒ Table ☐ Map

Constituent	EverTrue Index	Assigned To	Constituency
<input type="checkbox"/>	N/A	-	Alumni
<input type="checkbox"/>	N/A	Nichol-Woodmansee, Heidi Lynn	Staff, Alumni, Parent
<input type="checkbox"/>	N/A	Larson, Caroline Walker	Staff, Alumni
<input type="checkbox"/>	N/A	-	Staff, Alumni
<input type="checkbox"/>	N/A	-	Staff, Alumni Non Degreed
<input type="checkbox"/>	N/A	-	Alumni
<input type="checkbox"/>	N/A	Nichol-Woodmansee, Heidi Lynn	Staff, Alumni

57

Engaged on Facebook Last Week
5 constituents

Actions...

☐ Add to List ☒ Table ☐ Map

Constituent	Assigned To	Constituency	Your Capacity Score	LinkedIn Industry	Company
<input type="checkbox"/>	Albertson, Julie	Alumni	-	-	Retired
<input type="checkbox"/>	Albertson, Julie	Alumni, Parent	-	-	Smith Barney
<input type="checkbox"/>	Albertson, Julie	Alumni	-	-	-
<input type="checkbox"/>	Albertson, Julie	Alumni, Parent	-	Legal Services	Girard Gibbs LLP
<input type="checkbox"/>	Albertson, Julie	Alumni, Parent	-	-	JA Worldwide

Assigned To
Albertson, Julie






Prospect Status
2_CULTIVAT

Solicitation Codes
None





Constituencies
Alumni

58

Prospecting Using Social Media

Constituent		Facebook Likes	Engaged on Facebook
<input type="checkbox"/>		94	Y
<input type="checkbox"/>		78	Y
<input type="checkbox"/>		4	Y
<input type="checkbox"/>		3	Y
<input type="checkbox"/>		51	Y

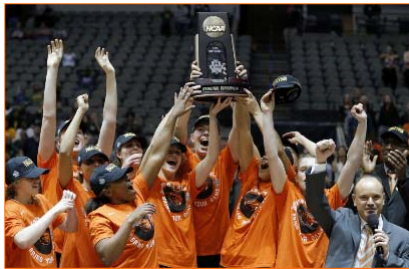
59

Filters Engaged on Facebook? AND Prospect Status (solicit) 28 constituents				
<input type="checkbox"/> Add to List Table Map				
Constituent	EverTrue Index	Assigned To	Constituency	
<input type="checkbox"/> 	N/A	Parpia,Banoo J.	Alumni	
<input type="checkbox"/> 	N/A	-	Alumni	
<input type="checkbox"/> 	N/A	Wieland,Christopher	Parent	
<input type="checkbox"/> 	N/A	Sanders,Anne Marie	Alumni	

60

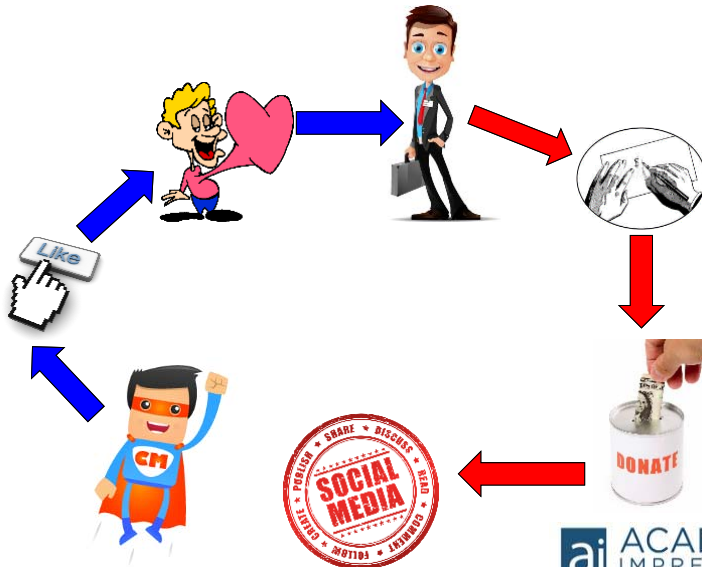
OSU | OREGON STATE UNIVERSITY FOUNDATION

- Searched for: High lifetime giving, in Portland, engaged on Facebook
- Found alum who had liked 1,500 posts about OSU athletics, mostly women's basketball
- Alum had never given to athletics, but OSU solicited based on the FB engagement
- Upon being solicited, alum gave \$17,000 to women's basketball



ai ACADEMIC
IMPRESSIONS 61

TEAMING UP: PLAYING TO OUR STRENGTHS



ai ACADEMIC
IMPRESSIONS 62



QUESTIONS



LET'S GET CREEPY

Power Editor
Cornell Alumni (17213593) ▾
Download to Power Editor
⬆ Upload Changes
Help ▾


Keith Hannon
Account 17213593
Last downloaded about a month ago

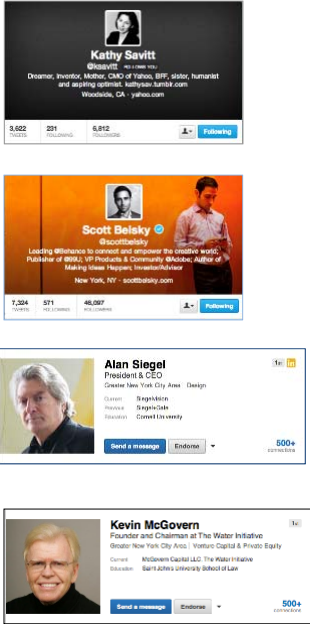
Manage Ads
Audiences
Image Library
Reporting
Page Posts
Tools ▾

Create Audience ▾

Filters ▾
Customize Columns ▾
Create Ad Set
Actions ▾

Name	Type	Size	Availability	Date Created
<input type="checkbox"/> philly emails	Custom Audience <small>Customer List</small>	3,400	● Ready <small>Last updated 12/17/2015</small>	12/17/2015 <small>12:39pm</small>
<input type="checkbox"/> NYC +35 mi - All alumni	Saved Audience	29,000	● Ready <small>Last updated 12/14/2015</small>	12/14/2015 <small>2:47pm</small>
<input type="checkbox"/> Giving Day emails - selected 17K	Custom Audience <small>Customer List</small>	10,600	● Ready <small>Last updated 11/30/2015</small>	11/30/2015 <small>2:22pm</small>
<input type="checkbox"/> CALS email lists	Custom Audience <small>Customer List</small>	14,200	● Ready <small>Last updated 11/19/2015</small>	11/19/2015 <small>12:43pm</small>
<input type="checkbox"/> Ithaca Email List for Garrett Tour	Custom Audience <small>Customer List</small>	7,700	● Ready <small>Last updated 11/17/2015</small>	11/17/2015 <small>12:21pm</small>
<input type="checkbox"/> eeetle	Custom Audience <small>Customer List</small>	2,000	● Ready <small>Last updated 11/13/2015</small>	11/13/2015 <small>9:03am</small>
<input type="checkbox"/> Garrett - DC emails	Custom Audience <small>Customer List</small>	6,400	● Low match rate <small>Get Help</small>	10/21/2015 <small>8:03am</small>
<input type="checkbox"/> Social Media Ad Emails	Custom Audience <small>Customer List</small>	82,900	● Ready <small>Last updated 08/24/2015</small>	08/24/2015 <small>8:13am</small>





Kathy Savitt
@ksavitt — now on
Dreamer, Investor, Mentor, CMO of Yahoo, BFF, sister, humanist
and anything optimal. kathy@savitt.com
Woodside, CA — yahoo.com

Scott Belsky
@scottbelsky
Leading Whiskies to connect and empower the creative world.
Publisher of BOLD, 101 Podcasts & Community @Belsky. Author of
Making Great People Irresistible
New York, NY — scottbelsky.com

Alan Siegel
President & CEO
Creative New York City Area — Design
Company: Siegel+Gale
Product: Siegel+Gale
Education: Cornell University

Kevin McGovern
Founder and Chairman at The Water Initiative
Greater New York City Area — Venture Capital & Private Equity
Company: WIGOVEN Capital LLC, The Water Initiative
Education: Baruch College, City University of New York

A Social Media Ad Strategy tailored for YOUR Portfolio?





Kathy Savitt
@ksavitt — now on
Dreamer, Investor, Mentor, CMO of Yahoo, BFF, sister, humanist
and anything optimal. kathy@savitt.com
Woodside, CA — yahoo.com

Scott Belsky
@scottbelsky
Leading Whiskies to connect and empower the creative world.
Publisher of BOLD, 101 Podcasts & Community @Belsky. Author of
Making Great People Irresistible
New York, NY — scottbelsky.com

Alan Siegel
President & CEO
Creative New York City Area — Design
Company: Siegel+Gale
Product: Siegel+Gale
Education: Cornell University

Kevin McGovern
Founder and Chairman at The Water Initiative
Greater New York City Area — Venture Capital & Private Equity
Company: WIGOVEN Capital LLC, The Water Initiative
Education: Baruch College, City University of New York

A Social Media Ad Strategy tailored for YOUR Portfolio?



Cornell Alumni
@CornellAlumni

LIVE on #Periscope: Taking orders from the
#Cornell Dairy Bar
periscope.tv/w/aXp7oTlyNTgx...

4:12 PM - 28 Jan 2016



A Social Media Ad Strategy tailored for ONE prospect?

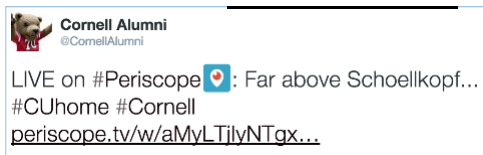


67

A Social Media Ad Strategy tailored for ONE prospect?



Kathy's Hot Truck Tour



68

HOW A SOCIAL MEDIA MANAGER BECOMES A GIFT OFFICER

- Improve “proof of life” rates
- Prospect research
 - Accurate employment
 - Updated contact info
- Create custom content experience
- “Solicitations”:
 - Virtual Volunteering
 - Crowdfunding campaigns
 - Direct to volunteer portal
 - Hand-off to IGO



ai ACADEMIC IMPRESSIONS 69



Some people like this.



Other people like this.

ai ACADEMIC IMPRESSIONS 70

#Altraining



NEW TOOLS, SAME GAME
OVERCOMING PRIVACY CONCERNS

 **ACADEMIC**
IMPRESSIONS 71



 **ACADEMIC**
IMPRESSIONS 72



 **LexisNexis**[®]

 **WealthEngine**[™]

BILLIONAIRE MAILING LIST
Contact And Write To The Rich

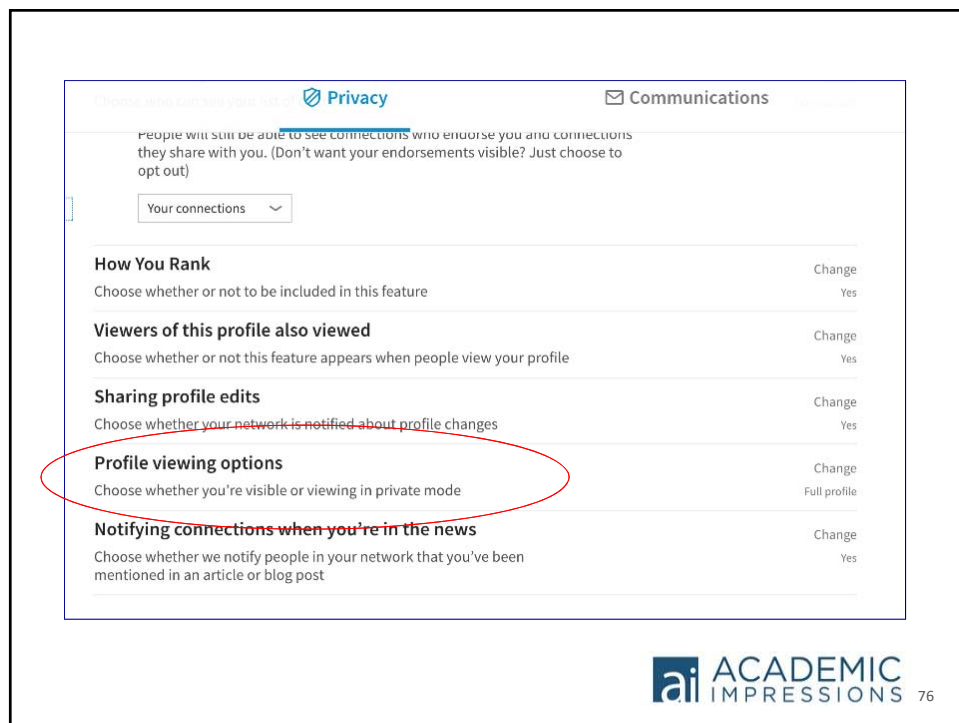
CONTACT ADDRESSES OF
Billionaires-Millionaires-CEO's

www.BillionaireMailingList.com

Help for The Poor
Ask For Money-Donations
Real Estate-Inventions-Ideas



 **ai ACADEMIC IMPRESSIONS** 74





ai ACADEMIC
IMPRESSIONS 77



TAKEAWAYS

- Facebook and LinkedIn offer your best leads
- Twitter is an opportunity for low barrier conversation and list building
- LinkedIn is a treasure chest of up to date employment information, use it.
- Seek partnerships with various departments within your advancement office.
- Understand content drives engagement, engagement produces leads.
- Empower your online community managers
- Don't be afraid.

ai ACADEMIC
IMPRESSIONS 78



QUESTIONS



@KeithHannon

Keith.Hannon@Cornell.edu



EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

© Copyright 2016 Academic Impressions

Follow us:



80