

Communication with Young Alumni about Giving | Date 11.08.16

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Questions

Q: Why did you decide not to use a texting program at TCU?

Ans: We have opted not to use text to give because we have not spoken with any higher education institutions that are using the technology effectively. It seems to be a technology that works best with a sense of urgency (real or artificially imposed) and we have limited opportunities to utilize that. We have opted to invest our time on other technologies, such as social and digital fundraising, which have a broader application for us.

Q: Should you always send targeted emails to alumni in small groups?

Ans: Not necessarily. It has more to do with the closeness of the relationship between the sender (professor/advisor) and the alumni. Sometimes this tends to make for a smaller group, but we've sent emails out to groups of 200-300 alumni.

Q: Can you have multiple causes for one crowdfunding campaign?

Ans: I'm hopeful that I am addressing this question correctly. Are you asking about running multiple campaigns at one time on the same platform? I believe that most schools take this sort of approach. I have included a few websites from other schools that you can look at to see how some institutions manage this:

- University of Texas: <https://hornraiser.utexas.edu/>
- Cornell University: <https://crowdfunding.cornell.edu/>
- Arizona State University: <https://asu.useed.net/>

Q: Do you find those audiences prefer being called young alumni or recent grads?

Ans: We use "young alumni" and have never experienced any pushback. Some of our non-traditional students even get a kick out of being referred to as "young." However, I know that a number of other institutions who have a large number of non-traditional students and alumni strategically use "recent graduates" or "Graduates of the Last Decade" to avoid any sense of exclusion. If you are curious for your own institution, I would suggest sending out a survey or conducting a focus group.