

Communication with Young Alumni about Giving | Date 11.08.16 Harmonie Farrow

Please find a list below of additional resources from the “*Communication with Young Alumni about Giving*” webcast. If you wish to print only certain resources, you may click their respective links to jump directly to them in the packet.

Post-Webcast Resources

1. [Poll Results](#) – Page 2
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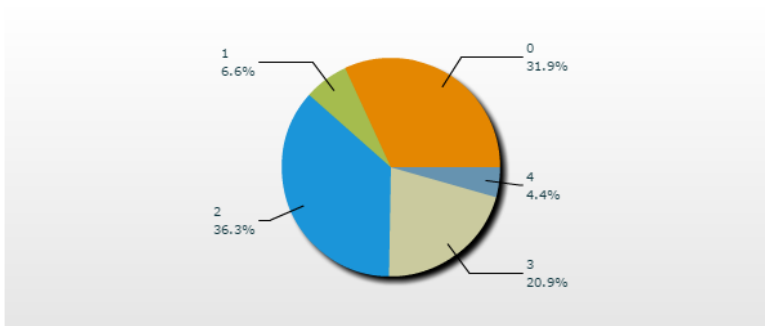
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Poll Results

Report Filters:

No filters have been set.

User Responses



2. Are you currently engaging your young alumni through challenges or crowdfunding campaigns?

Answer Key:

- 0. Giving challenge(s)
- 1. Crowdfunding
- 2. Both
- 3. Neither
- 4. Not sure

User Responses

| Choice | Correct Answer | # Selected | % Selected |
|---------------|----------------|------------|-------------|
| 0 | X | 29 | 31.9% |
| 1 | X | 6 | 6.6% |
| 2 | X | 33 | 36.3% |
| 3 | X | 19 | 20.9% |
| 4 | X | 4 | 4.4% |
| Total: | | 91 | 100% |

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Chat Export

Sarah Capps: Type your questions and comments for Harmonie here

University of Maryland: ok

UC Santa Cruz: Is the Millennial Impact report specific to the US or is it a global study?

Justine Hessler: Staff bandwidth, identifying student volunteers

Christine: identifying student volunteers

Quinn Dora: Our staff is too lean

University of Maryland: can you give a peer to peer volunteer structure example?

UC Santa Cruz: We are a volunteer based alumni program, so framing giving this way makes the most sense

Wheaton College: Staff capacity, lack of interest from alumni

Dartmouth College 3: Peer to peer is most effective.

Marie- Miami University: share an example of peer to peer volunteer structures

University of Prince Edward Island: Explain Peer to Peer Volunteer Structures?

Providence College: Leadership councils are important to our young alumni giving campaigns

SIUE: peer to peer is labor intensive

Immaculata University: Staff capacity to develop a strong program at this time. Limited volunteer opportunities are available

Texas A&M University: Not a priority for staff that oversee that demographic

Rollins College: Do you have examples of your recurring gift pushes?

Wheaton College: Yes, promoted through phonathon (successful comparison to Netflix/Amazon routine)

Michigan State University: MSU sent an email to our young alumni with a recurring giving pitch.

KENDALL tOOKER: actively through all channels, especially the phone, it is our first ask.

University of Waterloo: It's our first ask through all channels

Texas A&M University: We push recurring big time. We do this through online, direct mail and call center. We have seen a 175% increase since start of 2014.

Nancy Stewart: Resurring giving through phonathon and mail; email later this year

Massachusetts Institute of Technology: Our giving website has "recurring gift" as an option so when alumni give online they can choose that option.

Queen's University: Queen's University uses the monthly gift for the first ask in all of our programs

Wilfrid Laurier University: At Wilfrid Laurier University, we are following up with grad class gift donors to convert them to monthly donors by having 1: 1 meetings/phone calls with them

Sarah Wilkins: we've sent a postcard promoting our recurring giving program as well as it being an option on the giving form

University of Virginia: Phonathon promotes them by doing assumptive credit card asks and splitting our leadership level (\$250) for 0-4 years out of graduation by asking to give \$25 a month for 10 months.

Old Dominion University: We just started promoting recurring gifts through phonathon this year. We are still working on the magic amount for the monthly ask. Currently it is \$20/month

Justine Hessler: curious how everyone responds to the "I'm still paying loans" response

Palm Beach State College: For those colleges that have done a phoneathon, what alumni are you reaching out to? Recent grads or older?

Justine Hessler: (this is University at Buffalo)

SIUE: Did your new legacy flyer perform better than the last? If so by what percentage?

University of Virginia: Young alumni events? How effective? How to get people there?

Kalamazoo College: During our one day giving challenge, we had a separate goal for our young alumni in which it was focused on reaching a donor goal rather than dollar goal. It was also incentivized that if they reached that donor goal, an anonymous alum would make a large gift, increasing the young alum impact.

Dave Berkner: Any issues with your graduating seniors in keeping the recurring gifts active? Bad or cancelled credit/debit cards? Parent's cards or mailing addresses?

Texas A&M University: We use RuffaloNoelLevitz for our Call Center operations and we call the entire database. Don't have the numbers handy but we have positive results from YA.

Old Dominion University: Our phonathon calls all alumni however we just started segmenting out YA

Texas A&M University: Dave, we have created an automatic notification system to let donors know when their gift doesn't process and we get a good portion of them updating their payment information.

Palm Beach State College: thank you ODU

Dave Berkner: Thanks, Texas A&M

University of Georgia: UVA - To get young alumni to come to events, host at a popular place that gives an exclusive opportunity for your alumni to have fun and connect. UGA hosts a young alumni night at a popular brewery in Atlanta (approx. 40,000 young alumni in the area) that regularly brings over 500 attendees. Each registration fee has a \$5 built in gift.

Dave Berkner: Our issues is good, current contact info for our graduating seniors -- many use parents address so follow up and re-engagement is the challenge

Stephanie Oliver: We are about to contract w/Ruffalo. Glad there are successes Texas A&M.

Morehouse school of medicine: Can anyone recommend a texting service that you've been pleased with?

Palm Beach State College: I like the idea of building in the \$5 reg. fee for alumni events. Good idea. I am getting ready to have a NFL football alumni event at a local brewery

Dartmouth College 3: Response to Morehouse. We are using iDonate for inbound texting.

Boston University: Re: Morehouse - We work with MobileCause at BU and have had a great experience thus far!

Rowan University School of Osteopathic Medicine: Rowan University just started using Ruffalo for the first time this year. It's fantastic.

Dartmouth College 3: We're using text as inbound only, we do not push out solicitations via text.

Tania Donald: Young alumni events out to University sports events are a great way to engage. Especially with athletics alumni.

Dartmouth College 3: It's another channel. And, yes, we know who the gift is from with iDonate.

Catie 2: Is anyone using Venmo for YA giving?

University of Alberta 2: Why did you decide not to use a texting program at TCU?

Texas A&M University: Do you think you can send targeted emails like this when you are running a non-directed annual fund?

Palm Beach State College: Should you always send targeted emails to alumni in small groups?

Mary Mardis: Do you find that matches/challenges resonate well with YA?

Muhlenberg College: Interested to see if anyone is using Venmo for YA and student giving?

Stephanie Oliver: (Morehouse School of Medicine) How often do you solicit to young alumni? We tend to solicit very often which does not yield much response, even for small donations. What is too much soliciting (monthly, bi-monthly, quarterly)?

Palm Beach State College: For YU I think not more than quarterly. You have to engage them and then do the solicitation

Penn State Hershey: Morehouse School of Medicine: How often is "very" often?

Nancy Stewart: (SJSU) What mechanism do you use to capture student's activities and involvement to utilize later in appeals?

Sharman Turner: We are shifting into increasing our cultivation & stewardship to better support our solicitation methods. Beginning to see some positive results.

Stephanie Oliver: (MSM) we solicit at least a dozen times a year. And we have a small Alumni number (small institution)

Palm Beach State College: How successful is that?

Old Dominion University: We have the challenges however they aren't targeted to YA

Texas A&M University: Open to all: What are you giving percentages among YA?

Rowan University School of Osteopathic Medicine: We do both but they are not targeted specifically for YA.

Rollins College: 9-12%

Palm Beach State College: very low

Justine Hessler: Will be adding crowdfunding asap

University of Maryland: We plan to do a challenge right after homecoming

Stephanie Oliver: Giving Day, Matching Donor Challenge, Annual Giving, Donor Bricks, Mother's Day/Father's Day, you name it. We are asking and cultivating at the same time. Adding Crowdfunding starting in 2017.

SFU Alumni Relations: as a neither response, its due to the fact we don't have a specific YA giving strategy yet. We run broader crowdfunding campaigns.

Dalhousie University: We have a crowdfunding platform focused on student-led projects, which we promote to alumni through social media and email. We feel most comfortable promoting student crowdfunding projects to young alum through our alumni engagement channels compared to general requests

Dalhousie University: for giving

Dartmouth College 3: We do a "Granite Challenge" in March with most recent 16 classes - modeled on March madness but we call it March Mooseness.

Muhlenberg College: I used to work there and was part of this challenge but am unsure why it is not being promoted this year

Palm Beach State College: we are doing a \$20. 16 campaign now for all alumni with a 100% match

The College of Wooster: We also do a class based young alumni giving challenge in March that is modeled after March Madness. Because our school has a lot of Scottish traditions we named it MarchPlaidness. We are looking into if we want to stick with class vs. class or if affinity groups may be more enticing.

Texas A&M University: We just finished a successful challenge on Thursday but it was open to all alumni and actually had a lower response from YA than expected.

Muhlenberg College: I am unsure

Dartmouth College 3: We've also included a weekend volunteer phone-a-thon here on campus to leverage the Granite Challenge. This is a great way to boost results and also train volunteers.

Palm Beach State College: Are most colleges reaching out to YU separately from other alumni?

Dalhousie University: When you appeal to young alumni publicly (social, email, at events, etc.) do you give a cutoff age for what constitutes a young alum, or do you only use this internally to filter your email recipient lists?

Palm Beach State College: Dartmouth College. ... great idea

UNC Chapel Hill: Dartmouth - how many participants do you have during the weekend event? GREAT idea.

Justine Hessler: I hear IC is gorges

Ryan: lol

Palm Beach State College: Is giving day for students and employees?

University of Michigan: Is there significance behind the date used for IC's giving day?

Muhlenberg College: We are launching ours in 8 days!

Old Dominion University: How do you get students involved in your giving day?

Wes Clark: ODU: We held on-campus tabling events to engage students, mainly focusing on asking them to share our hashtag & message with their networks. We gave away free t-shirts if they shared our message online (easiest way to get our students to stop at a table).

University of Pittsburgh: Hail to Pitt!

Muhlenberg College: We get students involved by having tables in the student union, utilize our student volunteer structure, and social media

Dalhousie University: We find that sharing photos and updates during crowdfunding campaigns (on the platform and on social media) is helpful as well

Tania Donald: Can you have multiple causes for one crowdfunding campaign?

Ryan: The arena where we commencement on campus has big glass windows all along the entrance. We are including the opportunity to decorate the windows as an incentive level for students who make their senior class gift this year.

Penn State Hershey: Medical Schools: Do any of you wait to solicit recent grads until they are out of their residency? Have you had success in effective fundraising during those first several years?

University of Maryland: are the crowd funding efforts done on IModules?

Texas A&M University: Giving percentages amount YA?

Ryan: (SUNY Oswego): For those that oversee Crowdfunding, about how of your time would you say that requires?

Dalhousie University: We have one staff person who oversees phonathon and crowdfunding

Ryan: (SUNY Oswego): Interesting combo. Makes a lot of sense. Thanks!

Stephanie Oliver: (Morehouse School of Medicine) Penn State, we ask them as students, in residency and as Alumni. We are doing more stewarding and putting in place a Student Alumni Association, to draw them in.

Nancy Stewart: (SJSU) Is your approach to young alumni fundraising any different if you have a dues paying Alumni membership?

Cornell University Student & Young Alumni Programs: We use ScaleFunder here at Cornell

Ryan: SUNY Oswego is planning to start our crowdfunding platform on iModules and will transition to another vendor if the investment appears to be worthwhile.

Rowan University School of Osteopathic Medicine: It's been our practice to not solicit our most recent graduating class.

Dalhousie University: Do you try to keep alumni engagement events/communications channels separate from giving events/comms to appeal to young alumni, or do you find that they don't mind a crossover?

Nancy Stewart: (SJSU) We use ScaleFunder

Wilfrid Laurier University: Laurier is using iModules for our crowdfunding

University of Pittsburgh: We use Scale Funder

Lizah Carey: We use GiveCampus

Lizah Carey: (University of Hartford)

Wes Clark: We use Community Funded for our crowdfunding and day of giving platform. . . it integrates with our Blackbaud NetCommunity online giving platform

Geoff Hallett: @UM At Penn State, we just signed on with CommunityFunded which provides its own platform but integrates with Imodules for the payment processing.

Texas A&M University: sorry amoung

Wilfrid Laurier University: iModules allows some customization but requires more hands-on work from advancement staff, whereas Useed, Scalefunder etc provides that support as part of the platform

UNC Chapel Hill: Question about staffing: How many FTE positions do your schools have to focus on young alumni and student giving? How is your staffing organized?

UNC Chapel Hill: We use GiveCampus.

Palm Beach State College: One full-time alumni person who also manages student scholarships in the Foundation

Stephanie Oliver: Is the recommendation for Crowdfunding that there be a designated person that can give at least 50% of their time to implement it successfully?

Old Dominion University: UNC: We have one person who runs phonathon, young alumni giving and student giving.

University of Georgia: Age old question: What do you consider to be a "young alumni"? Age-based? Number of years out? Flexible?

Rollins College: 1-10 years post graduation

Texas A&M University: We consider YA as last 10 years

Palm Beach State College: How do you classify young alumni?

Dave Berkner: Because we want to engage undergrad and grad students, we're focusing on "Recent" alums, not just young alums

Old Dominion University: Athletic Foundation is 1-4 years, Educational Foundation is 1-10 years

Texas A&M University: Does anyone run a completely unrestricted/non-directed Annual Fund?

UNC Chapel Hill: 10 most recent undergraduate classes (Academic), 5 years after graduation (Athletics)

Palm Beach State College: Student testimonials from scholarship recipients are great for YA giving

Wes Clark: Texas A&M: Our Annual Giving office is responsible for both a true unrestricted fund as well as directed programs such as crowdfunding, day of giving, etc. for designated funds

Wes Clark: A&M: To clarify, I'm at Texas State

Texas A&M University: Thanks

Texas A&M University: We don't have the option to restrict so this is making it increasingly difficult to engage and receive funds from YA

Tania Donald: That's great!

Palm Beach State College: great video

Penn State Hershey: Was there a threshold for the gift amount that warranted a video? Or did they do one for everyone? Impressive!

Penn State Hershey: Answered my question! Thanks!

Old Dominion University: Wow!

Palm Beach State College: very impactful

Muhlenberg College: That's amazing!

Wes Clark: We now record & email personalized emails for all call center pledges where we have an email address for the donor. People LOVE them.

Wes Clark: *videos

Old Dominion University: Wes: I want to try to implement those videos in the spring.

Ryan: (SUNY Oswego): When doing something like this, it might be easier to save the videos that you record when students thank people with popular names to reuse (Sarah, Ashley, Steve, Tom, etc.)

Sharman Turner: (Berry College) Love that video!!

Palm Beach State College: Thank you Harmonie!!

University of Maryland: I think its aged based.

Penn State Hershey: For those w/successful YA giving efforts, do you attribute success to a strong student engagement program?

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

Ryan: (SUNY Oswego):

Dalhousie University: How much crossover do you have between your young alumni engagement communications channels versus giving communications to young alum? Do you use your engagement comms channels to promote donations frequently, or try to keep them separate to keep engagement high?

Mary Mardis: (University of Chicago) One really cool YA campaign that we did was a mix of social & email (and turned into word of mouth). The incentive was a UChicago Expansion pack for Cards Against Humanity (the game was founded by our alum). The cards were written by young alumni and could be received for a \$25 gift.

Stephanie Oliver: (MSM) lol. . . thanks Harmonie

Dartmouth College 3: We would also like to learn more about your 4-year philanthropy program!

Dalhousie University: That's an awesome idea, such a fun incentive!

Smith College: Just an FYI to check with your gift processing/auditing team and make sure incentives you offer are allowable. We don't offer any under \$52 (and with a specific value) for this reason.

University of Georgia: Our young alumni community is 40 and under.

Mary Mardis: Yep! We always have our legal team go over the terms and conditions

Dalhousie University: Great, thanks!

Erika: Thank you! This has been very helpful!

Texas A&M University: What is people soft?

Texas A&M University: Right unrestricted

University of Maryland: Great presentation!

Morehouse school of medicine: A Huge Thank You!

Old Dominion University: Thank you Harmonie!

Rowan University School of Osteopathic Medicine: Very helpful--thank you!

Roanoke College: Thank you!

University of Prince Edward Island: Wonderful insights for a newbie!

Harmonie Farrow: Thank you all for the wonderful participation!!

University of Prince Edward Island: Thank you!

Stephanie Oliver: TY

Carolyn Straub: (Benedictine University) Thank you, Harmonie! Great presentation.