



COMMUNICATING WITH YOUNG ALUMNI ABOUT GIVING #AItraining



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 **LEARNING OUTCOME**

After participating...
...you will be able to more effectively communicate with your young alumni about giving to your institution.

ACADEMIC IMPRESSIONS  2

AGENDA

- Communicating with Millennials
 - Communication Methods
 - Effective Language
 - Giving Preferences
- Creative and Successful Communications
 - Targeted Solicitations
 - Challenges and Crowdfunding
- Stewarding Young Alumni Donors
 - Targeted Stewardship
 - Information and Access

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#Altraining

COMMUNICATING WITH MILLENNIALS

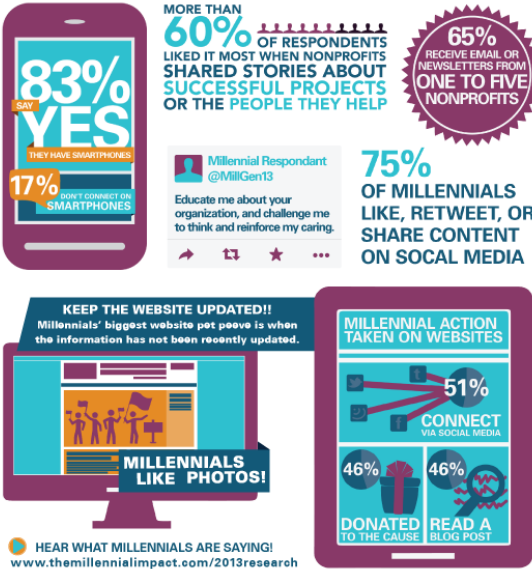
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MILLENNIAL DONORS

Today's younger generations have the potential to be the most significant philanthropists in history. But we don't know much about them.



COMMUNICATION METHODS



THE MILLENNIAL IMPACT

www.themillennialimpact.com

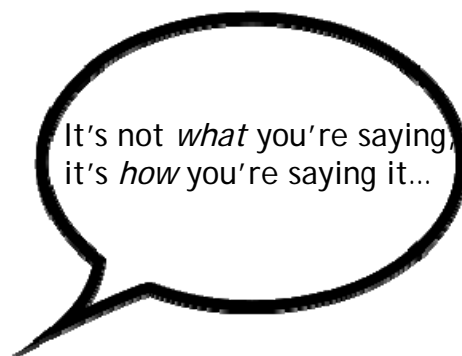




POLL

What methods are you currently using to communicate with your young alumni about giving?

EFFECTIVE LANGUAGE



EFFECTIVE LANGUAGE

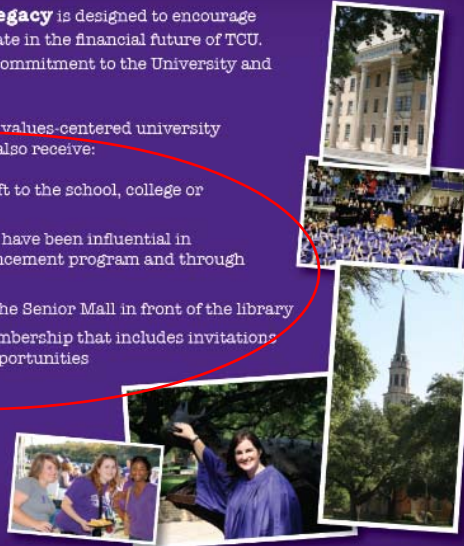
Started in 1994, the **Senior Class Legacy** is designed to encourage students and future alumni to participate in the financial future of TCU. With a \$50 gift, you can express your commitment to the University and leave a legacy for future Frogs.

Your gift will help create a world-class, values-centered university experience for Frogs to come. You will also receive:

- An opportunity to designate your gift to the school, college or program of your choice
- A chance to honor three people who have been influential in your TCU experience in the Commencement program and through a mailed certificate
- A custom engraved brick placed in the Senior Mall in front of the library
- A one year Junior Clark Society membership that includes invitations to special events and networking opportunities

Questions?
Email harmonie.farrow@tcu.edu

Participate **TODAY!**
www.seniorgift.tcu.edu



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EFFECTIVE LANGUAGE

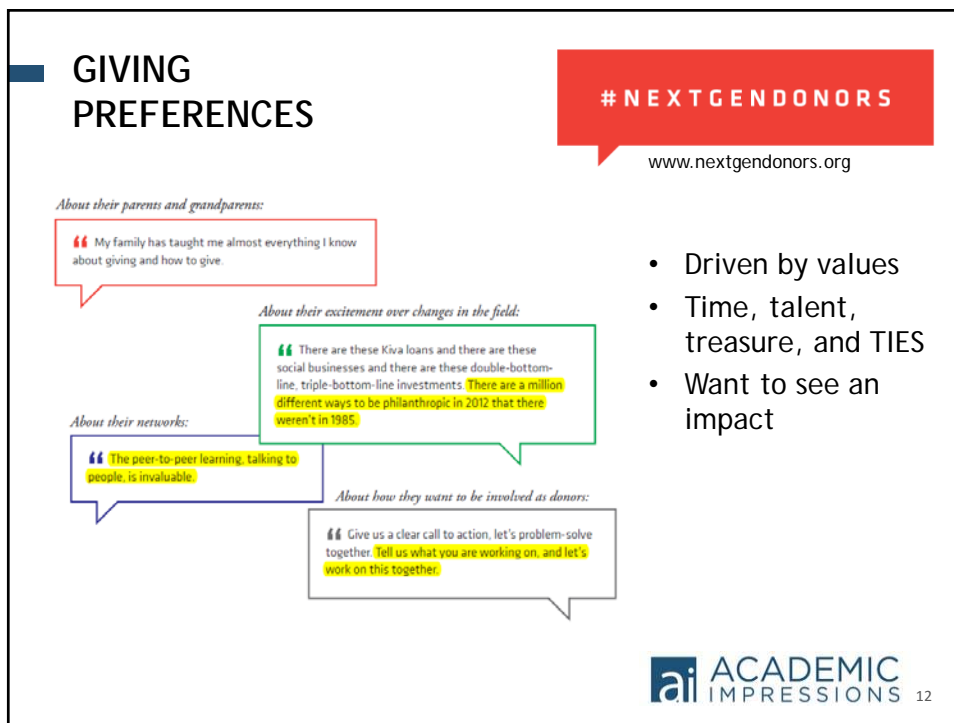
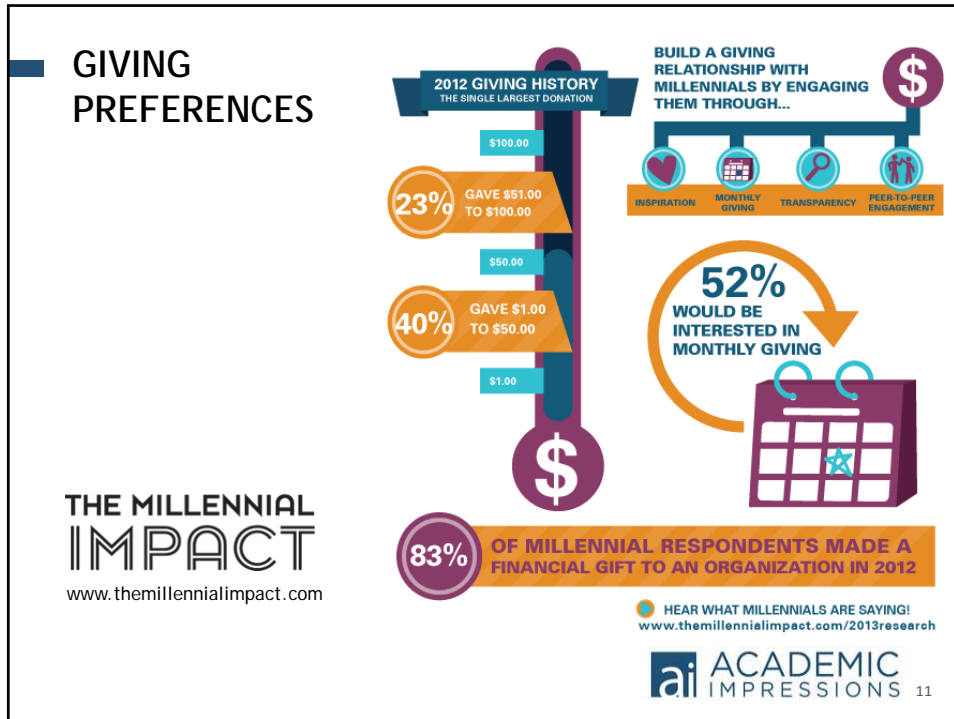
THE SENIOR CLASS LEGACY PROGRAM DEMONSTRATES YOUR COMMITMENT TO TCU AND PROVIDES A LEGACY FOR FUTURE FROGS.

ADDED PERKS:


- ENGRAVED BRICK PERSONALIZED BY YOU
- SPECIAL GRADUATION SHOUT-OUTS TO YOUR FAMILY, FRIENDS, OR SUPPORTERS
- INVITATIONS TO GRADE-A EVENTS



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GIVING PREFERENCES



ASK YOUR OWN YOUNG ALUMNI

- What motivates you to give?
- What are obstacles to giving?
- What messaging resonates with you?

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? QUESTIONS

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CREATIVE AND SUCCESSFUL COMMUNICATIONS AND PROGRAMS



TARGETED EMAILS

Delete	Respond	Quick Steps	Move	Tags	Editing	Zoom
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From: Farrow, Harmonie <harmonie.farrow@tcu.edu> Sent: Mon 11/24/

To: Farrow, Harmonie

Cc:

Subject: Can you help TCU?

Dear Daniel,

I hope you are doing well!

I am currently reaching out to all former Student Foundation members to personally ask you to make a gift of \$30 toward your voluntary alumni dues.

As you may have heard, TCU moved up to #76 in the *U.S. News and World Report* rankings this year. The percent of alumni who give back to the University is one factor in the rankings. Frankly, many of the schools ahead of TCU have higher rates of alumni giving and for us to remain competitive we need more of our alumni to make a gift (of ANY size!) each year. A gift from you will help increase TCU's reputation and standings.

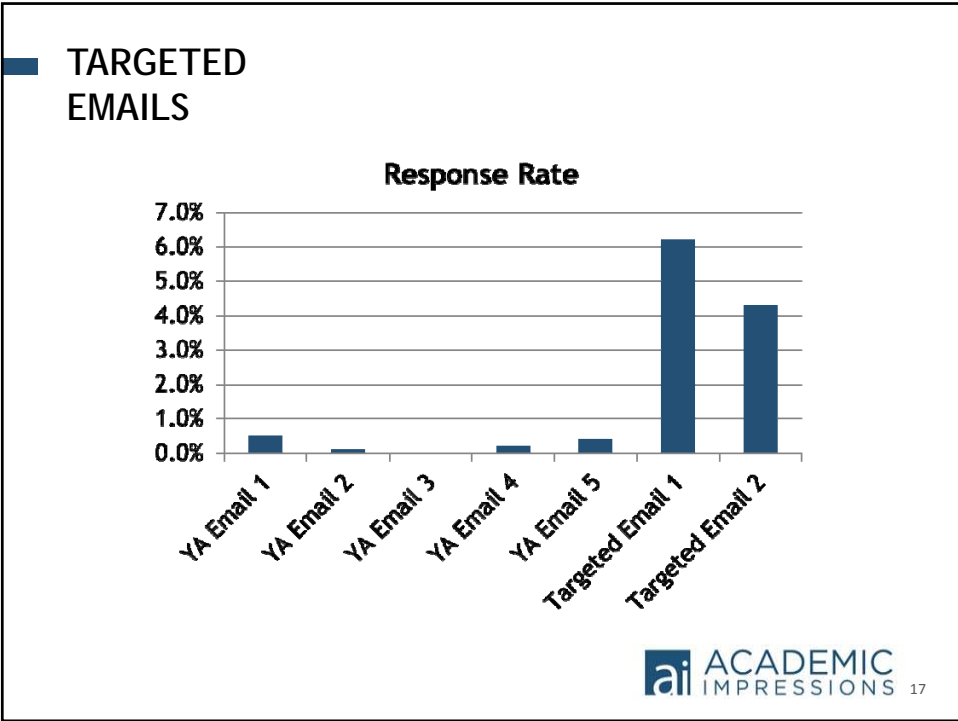
As a former Student Foundation member, you know better than most how important university rankings are to prospective students. They are important to you as well, because as TCU rises in the rankings, it adds value to alumni degrees. You can make your gift at www.makeagift.tcu.edu.

Thank you for everything you do to make our university great!


Harmonie

Harmonie Farrow

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TARGETED EMAILS



**TAG SOME OWLS...
AND GET RICE SOME \$\$\$.**

#TwiceAsRice


Dear Margot-Seed,


The #TwiceAsRice Young Alumni challenge begins today! Remember, for every 10 young alumni who make a gift of any amount, anywhere at Rice, alumnus Joe Grinstein '94 will contribute \$1,000 to the Rice Annual Fund. That's up to an additional \$30,000 — or \$40,000 if you can achieve 300 donors by Dec. 14.


In a world where UNCONVENTIONAL WISDOM is more important than ever, one group stands ready to defend truth, justice and the Owl way. Margot-Seed, you haven't stepped up for Rice since graduation. **What gives, yo?** But now's the perfect time to share the Owl love: this participation challenge will only last one week.

So get on the lists, log in to the Facebook, tweet on the Twitter, swipe on the Tinder (wait, not the Tinder) and make a gift in honor of the Owl who makes your life #TWICEASRICE.

KA-CHING!







**MADE A GIFT ALREADY?
IF SO, YOU GO, GLEN COCO.**

#TwiceAsRice

Dear Margot-Seed,

If you haven't made your gift yet, you must do so before 11:59 p.m. CST TONIGHT! There's \$9,000 of Grinstein's Gold up for grabs and 86 donors remaining before we achieve 300 donors — and unlock \$10,000 more for Rice.

Perhaps you think that your gift won't make a difference, or that someone else will donate and you don't have to.


Perhaps your wallet is in your other pants and you can't find the pants and they may be at the dry cleaner but also, possibly, they are just balled up in the corner of your bedroom and you can't be bothered to go get your wallet.

NO EXCUSES! DROP AND GIVE RICE \$20!

ICYMI, today is the final day of the #TwiceAsRice Young Alumni Challenge. So far, 214 young alumni donors have come through for Rice and unlocked \$21,000 from Generous Joe Grinstein '94. If you've already given, Tweeted, Facebooked or MySpaced (LOL), Rice and its Owls are truly grateful.


If you haven't — what are you waiting for? Tag, you're it! #TwiceAsRice


IT'S THE FINAL COUNTDOWN!




SUCCESSFUL PROGRAMS

<p>CHALLENGES</p> <ul style="list-style-type: none">• School vs. School• Matching gifts• Giving Day	<p>CROWDFUNDING</p> <ul style="list-style-type: none">• Pooled support for specific smaller causes
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 **POLL**

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



CHALLENGES

Don't let that other school win!

2744

3740

last updated Saturday 11/23 at 2:31 PM

Group	Lafayette	Lehigh
Text Gifts	198	490
Alumni	1322	1422
Students	1088	99
Parents	1038	525
Friends	94	208
Total	3740	2744

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CHALLENGES

GOLDSTEIN
Graduates of the Last Decade

FAMILY CHALLENGE

GOLDSTEIN
Family Challenge
1335
DONOR COUNT
Make Your Gift and Be Counted!

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CHALLENGES



- 1 day
- \$11.1 million
- 10,452 gifts
- 50 states
- 53 countries

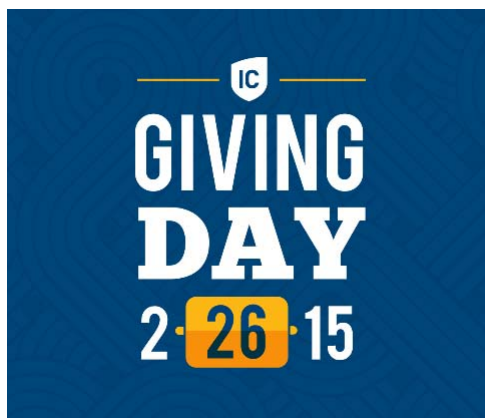


More: higheredlive.com/category/advancement-live/



CHALLENGES

GIVE BACK TO MOVE IC FORWARD



- 1 day
- 2,306 donors
- \$735,249 raised



CROWDFUNDING



CROWDFUNDING

- Focuses on small projects / causes
- High impact
- Big focus on peer-to-peer fundraising

CROWDFUNDING



CROWDFUNDING BEST PRACTICES

- Compelling cause
- Video
- Benefits at certain giving levels
- Short campaign (couple of weeks)
- Team fundraising
- 30-50-20 Rule

CROWDFUNDING

The screenshot shows a crowdfunding page for Cornell University. At the top left is the Cornell University logo and name. On the right, there are links for 'Home', 'Apply', and 'Log In'. The main heading is 'Bring Light to A.D. White Library'. Below this is a video player showing a woman speaking, with the title 'Bring Back the Light to A.D. White' and the name 'Aleah Kennedy' visible. To the right of the video, the amount raised is '\$36,415' with a progress bar at 121%. Below the progress bar, it says 'Raised toward our \$30,000 Goal' and '239 Donors'. A red clock icon indicates '6 DAYS LEFT' and 'Project ends on October 07, at 07:59 AM EDT'. There is a 'Project Owners' section with three small profile pictures. A large red 'Support' button is prominent. At the bottom, there are tabs for 'Description', 'Updates (6)', and 'Donor Wall', and a 'Levels' section with the text 'Choose a giving level'.

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CROWDFUNDING

The screenshot shows a crowdfunding page for 'SmartFit Chicks' by the Institute for Entrepreneurship. At the top, there are navigation links: 'Home', 'About', 'FAQs', 'Contact Us', 'Feedback', and 'Checkout'. The main heading is 'INSTITUTE FOR ENTREPRENEURSHIP'. Below this is a paragraph of text: 'Located within the College of Business, the Institute for Entrepreneurship is charged with making entrepreneurship education and training available to the entire CSU community. The Venture Accelerator program is available to top entrepreneurship students from across campus and at all levels of study to help them launch their new business ventures. The student ventures represented here are all members of the Accelerator class of 2013.' Another paragraph follows: 'The 30 day CSU Charge crowdfunding campaign for the Venture Accelerator students is now over. Thank you to everyone who participated and contributed to the student business advancement fund through this platform to help these outstanding students achieve their goals with their new businesses.' A third paragraph says: 'If you are still interested in supporting these students and this accelerator program, please contact Charisse.Bowen@business.colostate.edu.' Below the text, there is a video player showing a hand-drawn diagram with the text 'Potential for impacting the lives of young girls' and '40% of Am smart fit chicks'. Above the video, it says '\$3,600 DONATED' and '120 % RAISED'. The project title is 'SmartFit Chicks' and the description is 'SmartFit Chicks empower every woman to become the best version of herself.' The Institute for Entrepreneurship logo and name are shown. Below the video, there are tabs for 'PROJECT' and 'COMMUNITY'. At the bottom, there are tabs for 'Project Details', 'Project Budget', and 'Project Blog 2'. A 'SHARE IT' section shows 'Like 1', 'Tweet 0', and 'S+1 0'.

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 QUESTIONS



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STEWADING YOUNG ALUMNI DONORS




**STEWARDING
YOUNG ALUMNI**



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**STEWARDING
YOUNG ALUMNI**

<p>INFORMATION</p>	<p>ACCESS</p>
<p>TELL THEM:</p> <ul style="list-style-type: none">• What their gifts have done• How your institution is better now	<p>SHOW THEM:</p> <ul style="list-style-type: none">• What their gifts have done• How your institution is better now



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TARGETED STEWARDSHIP

From: Farrow, Harmonie Sent: Mon 11/24
 To: 'Lindsay Dixon'
 Cc:
 Subject: RE: Can you help TCU?

Thank you Lindsay!

I hope you are enjoying your life after graduation. I saw the pictures from your sister's wedding on Facebook. You both looked beautiful!

Have a great Thanksgiving,
 Harmonie

Harmonie Farrow
 Director of Annual Giving Programs
 Texas Christian University
 Office: 817.257.6906
 Mobile: 817.899.8587


From: Lindsay Dixon [<mailto:lindsaydixon15@gmail.com>]
Sent: Monday, November 24, 2014 11:34 AM
To: Farrow, Harmonie
Subject: Re: Can you help TCU?

Hi Harmonie,

Yes I would be happy to make a donation.

Thanks for reaching out!

Lindsay

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DEMONSTRATING IMPACT: INFORMATION



DEMONSTRATING IMPACT: INFORMATION

ICalumni @icalumni · Feb 26 @HarmonieFarrow '05 our students wanted to thank u for your #ICGivingDay donation today! We appreciate your support! bit.ly/1Evd0SZ



DEMONSTRATING IMPACT: INFORMATION




SMALL PROJECTS BIG IMPACT

Support Cornellians making a difference.

Description Updates (6) Donor Wall

More Publicity About the AD White Library
Update (#6) - September 25, 2015
The AD White Library has recently received more publicity from [State.com](#). Please click on this link to see the article called [The Library of Every Book Lover's Dream](#).



A.D. White Library Crowd Funding Campaign Exceeds Second Goal
Update (#5) - September 23, 2015
Wow! We have exceeded our crowd funding goal for the A.D. White Library campaign a second time by receiving \$31,385 from 216 donors! We even still have 13 more days to go in the campaign. Thank you all for your support of this important initiative. On behalf of the Library, we are grateful for your participation to help "Bring the Light to AD White"! I look forward to providing you with updates and photos on our progress as we work to revitalize this historic library.
Thank you again for your support!
Jennifer Sawyer

DEMONSTRATING
IMPACT: ACCESS

David Skorton's October 13 web conference with alumni

POSTED ON OCTOBER 27, 2010 BY OFFICE OF THE PRESIDENT



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MyPlaylist


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TAKEAWAYS


- To craft effective solicitation messages and programs for young alumni, keep in mind their communication and giving preferences
- Get creative and try new things! Different messages and programs will resonate with different young alumni
- It is crucial to target and segment your stewardship efforts for young alumni donors and show them the impact their gifts have - especially if you are going to get them to give again!

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 **QUESTIONS**




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 **EVALUATION**

Thank you!

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

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