September 2020

# ALUMNI DONOR PARTICIPATION COMMITTEE



#### **Alumni Donor Participation Committee**

This committee will focus on creating a culture that encourages and celebrates giving at all levels; will help develop specialized marketing strategies; and encourage volunteer giving throughout the alumni association.

#### **AGENDA**

Impact of engagement on giving

**Way to support Annual Giving efforts** 

**FY21 Annual Giving highlights** 

**New digital fundraising tools** 





# The 16-Point Engagement Score Model

MARQUETTE UNIVERSITY · UNIVERSITY ADVANCEMENT



## Involvement and Connectivity



MARQUETTE UNIVERSITY · UNIVERSITY ADVANCEMENT



## What's the impact?

- Employment: Twice as likely to give
- Email: More than twice as likely to give
- Reunion: Three times as likely to give
- Volunteer: More than three times as likely to give
- Event: Four times as likely to give
- Visit: Six times as likely to give



# **Support Annual Giving Efforts: Marquette Moments**

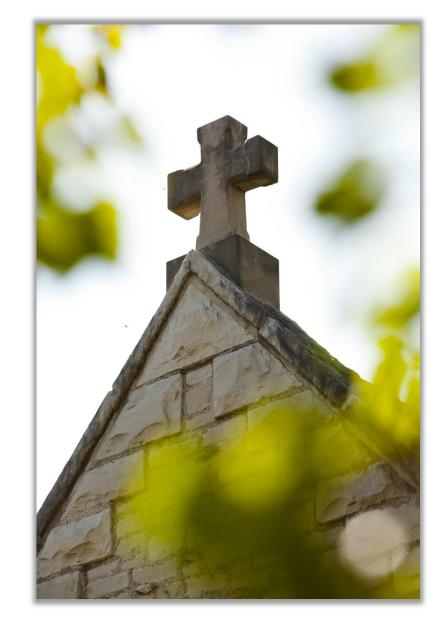
Why do you give?

What does Marquette mean to you?

Is there a professor that made an impact?

How has Marquette leadership inspired you?

Spread the word on social media!





## FY21 Alumni Participation Results as of 9.18.20

- FY20 Final Alumni Participation: (17%)
- FY21 Alumni Participation Goal: (18%)
- FY21 Alumni Participation To-date: (8%)



# **FY21 Annual Giving Highlights: Mask Promotion**

### **GET A MASK, GIVE A MASK**



- July-August 2020
- 5,000 donors contributed over \$200,000 to support Health Sciences and Nursing students
- 2,577,101 impressions on social media
- Thousands of masks handed out to students during move in



# FY21 Annual Giving Highlights: Masks vs Shirt



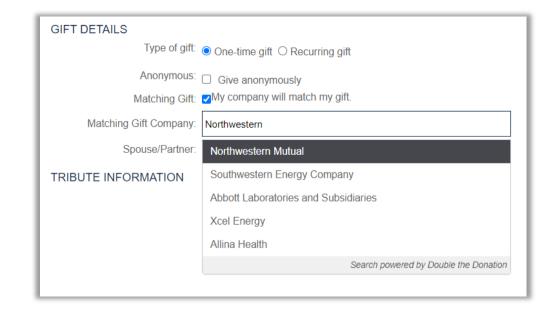


- August-Sept 2020
- So far, 1,100 donors contributed \$54,000
- Twice as many donors chose the masks



## **New + Upcoming Digital Fundraising Tools**

- Matching Gift Integration
- QR codes
- Advanced Donation Form (ADF)









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