

# **Implementing Donor-Driven Fundraising Strategies**

**Eduventures Alumni Pulse Study** 

**Annual Member Meeting June 12, 2012** 

# **2012 Areas of Impact**

#### Maximize Return on Investment

- Using ROI metrics and indicators
- Moving from one level of fundraising to the next

### Increase Frontline Productivity

- Eduventures Gift Officer Goal-Setting Tool
- Ideal ratio of frontline to services staff

## Navigate Successful Campaigns

- Emerging "Big Ideas" for comprehensive campaigns
- Branding across your organization

## Implement Donor-Driven Fundraising Strategies

- Strategies for maximizing social media
- 2012 Alumni Pulse Survey

Changing
Demographics:
23% Increase in
Enrollments

Increased Debt and Cost: Median Debt Load Over 20K

Changing
Attitudes:
Generational
Differences in
Philanthropic
Motivation

Increased Competition: 50% Growth in 501(c)(3) Orgs

Decreasing
Alumni
Participation

New
Technology:
20% Decline in
Direct Mail Donor
Acquisition

## Why Participate in Alumni Pulse



# The 2012 Alumni Pulse Survey will answer these (and more) important questions and provide your institution with actionable results

#### **Example Industry Drivers:**

- Are alumni with student debt less likely to give than those without?
- Are alumni attitudes about philanthropy changing over time?
- Where does higher education stand in an increasingly competitive philanthropic marketplace?

## **Example Institutional Drivers:**

- Are the philanthropic priorities of the institution aligned with the passions of our alumni?
- How do our alumni prefer to be communicated with?
- What alumni events are our alumni most interested in and what prevents their participation?

How do my alumni's attitudes compare to other alumni across the country?

For the first time, *Alumni Pulse* will allow you to benchmark your alumni's answers the survey questions against a <u>national sample!</u>

## Impact of *Alumni Pulse Survey*

**EDUVENTURES** 

Results of the Alumni Pulse Survey will have actionable takeaways for all

areas of your operation

## Major **Gifts**

Indication of changes in gift size · Individualized data to inform prospect strategies • Interest in estate giving

## **Annual Giving**

Planed Guind Attractive giving opportunities • Likelihood of making a gift this year

### **Alumni Engagement and Communications**

Event preferences • Barriers to event attendance • Communication preferences • Changes in affinity • Interest in becoming more involved in certain activities

## **How to Participate**



# Participation is easy; simply contact your Client Services Advisor and provide the items below by *June 15, 2012*

- 1. Schedule a call with your Client Services Advisor to review materials.
- 2. Provide data and approval of any custom elements by **June 15, 2012.**

2012 Alumni Pulse Survey Timeline	
Alumni Data Collected from Institutions	June 15
Survey Launched	August/September
Delivery of Initial Results to Participants	October/November
Delivery of Final Collaborative Report	December/January

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