

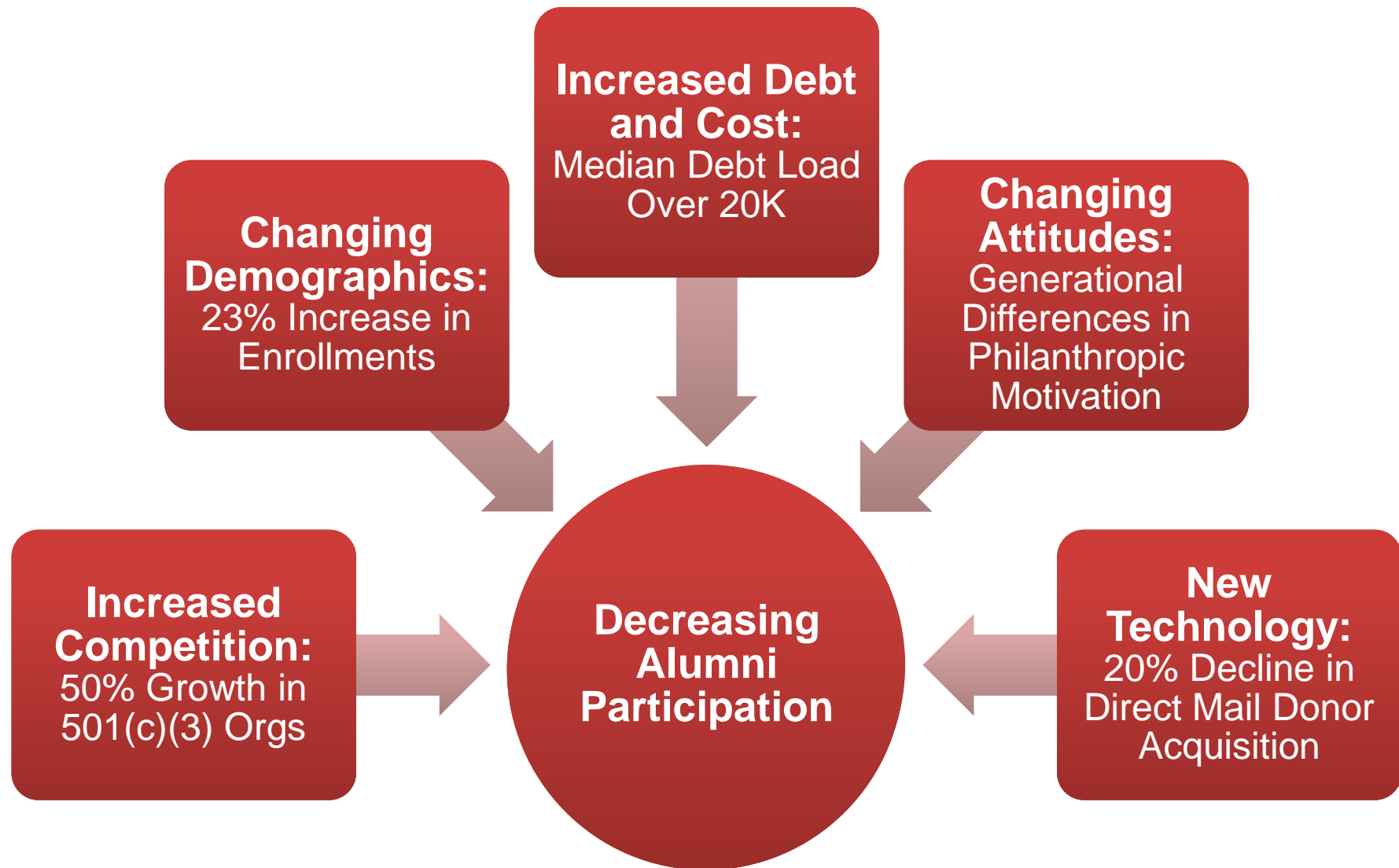
Implementing Donor-Driven Fundraising Strategies

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*



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?

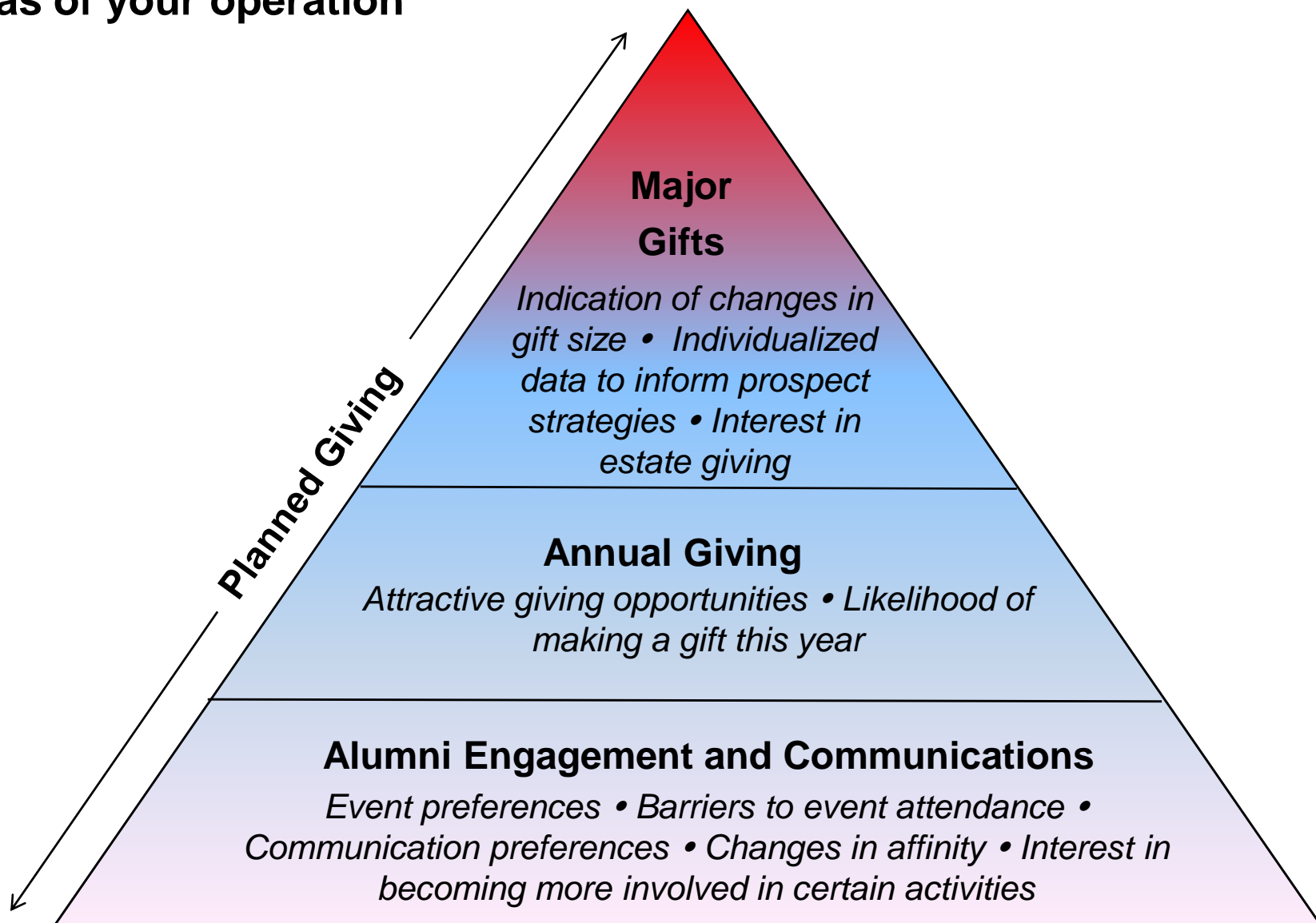
Example Institutional Drivers:

- ✓ 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 national sample!

Results of the *Alumni Pulse Survey* will have actionable takeaways for all areas of your operation



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