

October 2020

# ALUMNI DONOR PARTICIPATION COMMITTEE



**BE THE  
DIFFERENCE.**

## **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**

**FY21 Alumni Participation To-date**

**Current and Upcoming Annual Giving Solicitations**

**Get Involved!**

# FY21 Undergraduate Alumni Participation Results

## As of 10.16.20

- FY20 Final Alumni Participation: 17%
- FY21 Alumni Participation Goal: 18%
- **FY21 Alumni Participation To-date: 10%**

# Current and Upcoming Solicitations

## Winter Hat Promotion

**STAY NICE AND TOASTY**  
**— AND MARQUETTE-PROUD —**  
**WHEREVER YOU ARE!**



- Timeframe: October 6-November 6
- Promoted to undergraduate alumni via postcard, email, Phonathon and social media

# Current and Upcoming Solicitations

## St. Joan of Arc Chapel Restoration



- Timeframe: Mid-November through December 31
- Donors can choose to receive a limited-edition mug featuring an illustration of the St. Joan of Arc Chapel by Dan Augustine, Comm '03
- Promoted to undergraduate alumni, current and past parents and friends via mailing, emails, Phonathon, social media and texting