

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

LEADERSHIP · DONOR CENTRICITY · ACHIEVEMENT · EXCELLENCE · PASSION · INNOVATION



Involvement and Connectivity



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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%)**

GET A MASK, GIVE A MASK

FY21 Annual Giving Highlights: Mask Promotion



- 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



**MAKE YOUR
GIFT TODAY
AND CHOOSE**



- 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)

GIFT DETAILS

Type of gift: One-time gift Recurring gift

Anonymous: Give anonymously

Matching Gift: My company will match my gift.

Matching Gift Company:

Spouse/Partner:

TRIBUTE INFORMATION

Search powered by Double the Donation



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