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## MUAA Alumni Donor Participation Committee Meeting September 2022

### Agenda:

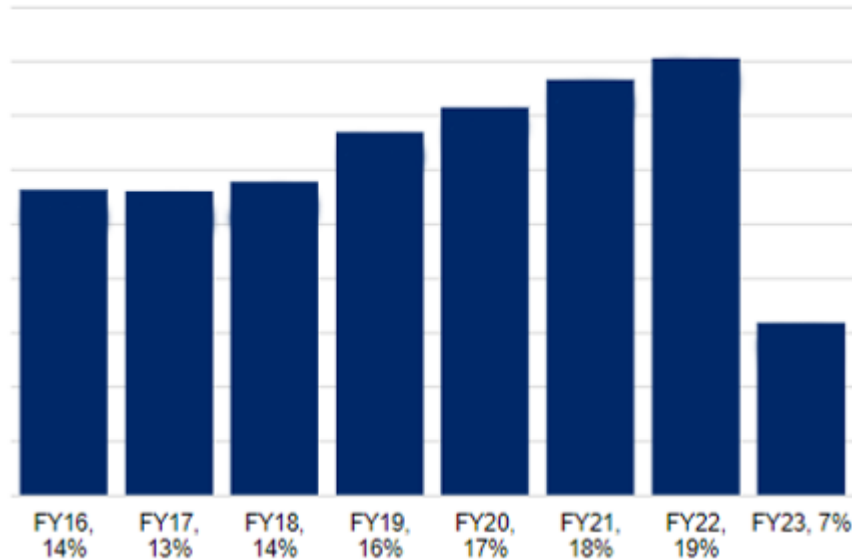
- Alumni participation to-date
- Advocacy and the Volunteer Management System (VMS)
- Loyalty Program
- Upcoming opportunities
- Committee Feedback: Reunion Giving



# Alumni Participation as of 9/16/22

- FY23 Alumni Participation Goal: 20%
- FY23 Alumni Participation To-date: 7%

**Undergraduate Alumni Participation**



# **VOLUNTEER MANAGEMENT SYSTEM**

**FOR SOCIAL FUNDRAISING  
AND PEER-TO-PEER  
SOLICITATION**





# Fast & easy sign in experience.

## Create your account!

Sign up with Facebook

We will never post to Facebook without your explicit permission.

Or sign up with email

Name \*

Email \*

Password \*

At least 8 characters

College

Grad School

Primary/Secondary  
School

\* Indicates required field

Sign up



# Secure access to data and information.



## CONFIDENTIALITY AGREEMENT FOR VOLUNTEERS

Thank you for agreeing to volunteer for the Office of University Advancement; we greatly appreciate your support. As a volunteer, you will have access to information we ask that you treat that information as described in this Confidentiality Agreement. Signing this Confidentiality Agreement means that you understand that all information from any source, and in any form, is confidential and available to you solely for the performance of your official duties as a Marquette University volunteer and that you

1. If I am given access to Marquette databases (i.e. Google Docs, Sharepoint), I will sign off when I am not actively using them. I will not share my user name or password for database to any other person.
2. I will respect the wishes of any individuals I contact on behalf of Marquette University, including honoring requests for no contact in the future.
3. I will protect the privacy and confidentiality of alumni/donor information to which I have access ("Confidential Information") and will use it exclusively for university business protecting the Confidential Information to which I have access as follows:
  - I will not use the Confidential Information in an unauthorized manner.
  - I understand the Confidential Information provided to me is intended solely for my use as a volunteer of Marquette University. I will not use or share contact information for University business.
  - I will not copy, reproduce, electronically print or forward any Confidential Information, except to perform my defined duties in accordance with University policies and procedures.
  - I will dispose of confidential reports in an appropriate manner when no longer using them for official university business.
  - I will immediately notify Marquette University if anyone accesses or takes the Confidential Information in my possession.

By signing my name below, I agree that I have read, understand and agree to abide by the terms and conditions of this agreement.



# Track volunteer impact in real-time!



Sammy Smith ▾

Class Agent Assignments (15)

Search Constituents

Notifications

Messages

Tasks

Notes

Email

My Templates

Resources

Confidentiality Agreements

Tags

Make a Gift!



Sammy Smith

Volunteer Dashboard

Days left this fiscal year **130**

July 1, 2022 - June 30, 2023

## College of Liberal Arts

### Campaign Progress

**22**

Donors

8% of 250 Donor goal



**\$2,182**

Donated

**5 Days**

Remaining

Go To Campaign

### Your Advocacy Impact

**3**

clicks generated

**1**

donor generated

**\$15**

dollars generated

Share out the campaign to have an even bigger impact

Share

Tweet

Email My Assignments About this Campaign

### Class Agent Assignments

Assignments ▾

15

Donors

10

Non-Donors ▾

5

\$ Pledged

\$1.05k

\$ Raised


\$7.55k

LYBUNT Count

2

# Request and receive constituent assignments.





Reunion Volunteer (undergrad 5's and 0's) Assignments (69)

**Search Constituents**

Notifications

Messages

Tasks

Email

Use Advanced Search (Name, Current Location, Location Zone, Class Year, Affiliation)

Enter as many search terms as you'd like above or click on a link to filter the table. The more terms you include, the more specific your search will be.

Name	Current Location				
Anne Anderson	Chippewa Falls, Wisconsin				
Ben Benson	Waukesha, Wisconsin	1970	Law School: 1970, Alumni	UNASSIGNED	<a href="#">Request Assignment</a>
Carl Carlson	Highlands Ranch, Colorado	1970	College of Engineering: 1970, Alumni	UNASSIGNED	<a href="#">Request Assignment</a>

# Send messages to assignments in just 3 easy clicks!



**STEP 1:**  
**Select Template**



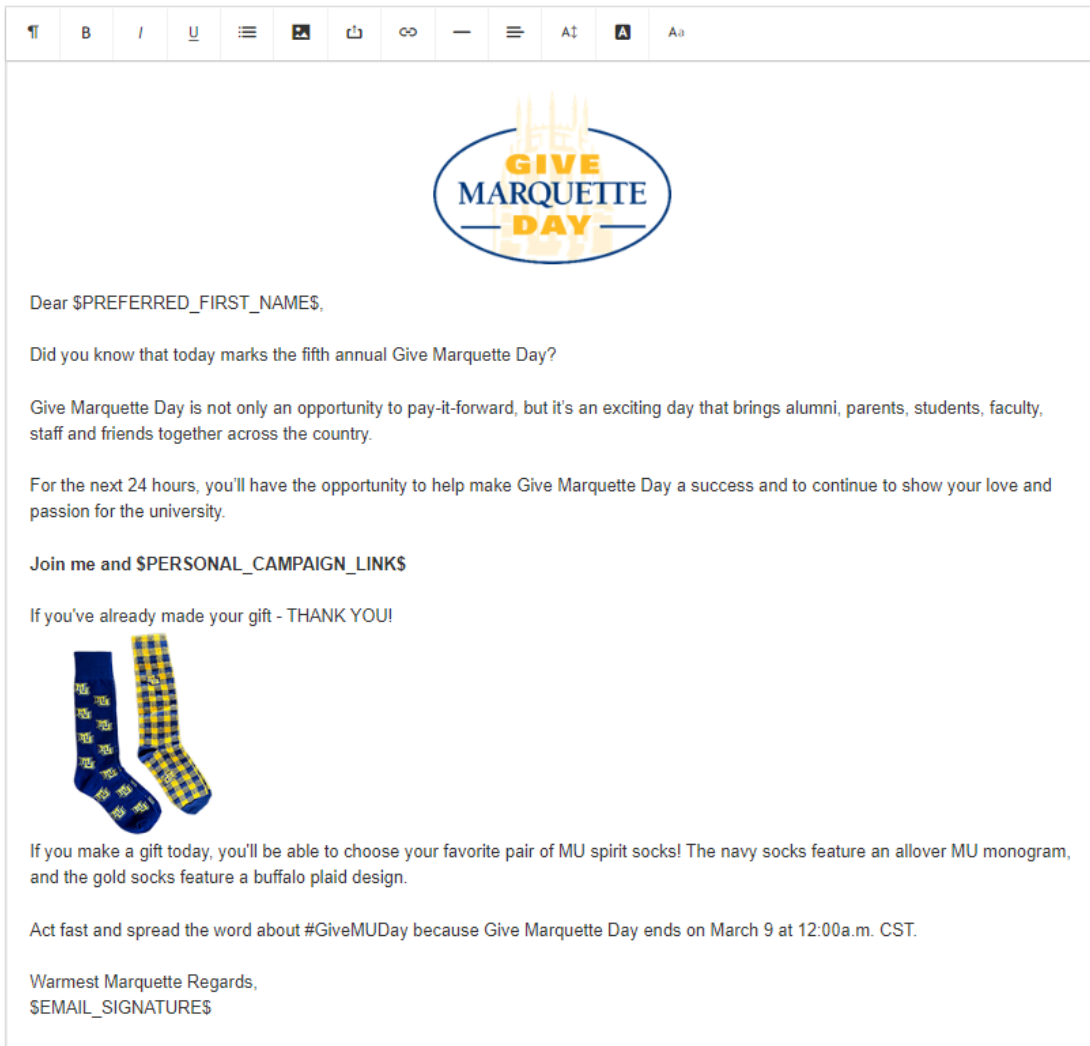
**STEP 2:**  
**Select Recipients**



**STEP 3:**  
**SEND!**



# Make it your own with pre-made and customizable email templates.



Dear \$PREFERRED\_FIRST\_NAMES,

Did you know that today marks the fifth annual Give Marquette Day?

Give Marquette Day is not only an opportunity to pay-it-forward, but it's an exciting day that brings alumni, parents, students, faculty, staff and friends together across the country.

For the next 24 hours, you'll have the opportunity to help make Give Marquette Day a success and to continue to show your love and passion for the university.

Join me and \$PERSONAL\_CAMPAIGN\_LINKS

If you've already made your gift - THANK YOU!



If you make a gift today, you'll be able to choose your favorite pair of MU spirit socks! The navy socks feature an all-over MU monogram, and the gold socks feature a buffalo plaid design.

Act fast and spread the word about #GiveMUDay because Give Marquette Day ends on March 9 at 12:00a.m. CST.

Warmest Marquette Regards,  
\$EMAIL\_SIGNATURES



# And include a personal plea video.



Example Academy



Become an Advocate

Give Now!

Learn More!

## Plus, you can even call or text!

The system is mobile optimized. If no email is available, call or text your assignments directly from your phone.



# Marquette Loyalty Program

- Launches with stewardship letter
- Visibility in fall *Marquette Magazine*, online and via social



**MARQUETTE LOYAL**

**THANK YOU, LOYAL DONORS!**

It takes special, dedicated individuals with consistent passion across all giving levels for Marquette to Be the Difference. Our loyal donors step up again and again — and every contribution makes an impact. We want to say THANKS! Your giving is the most powerful statement of belief in Marquette's mission and in the bright futures of our students.

**43%**  
Increase in  
undergrad alumni  
giving

Marquette Loyal, we cheer your leadership and commitment!

**Dedication. Faithfulness. Loyalty.**  
**WE ARE MARQUETTE FOREVER.**

**MARQUETTE UNIVERSITY** | **BE THE DIFFERENCE.**

Scan the code to become part of Marquette Loyal online.

**TIME TO RISE**  
THE MARQUETTE PROMISE TO BE THE DIFFERENCE

# Upcoming Annual Giving Opportunities

- **President's Society Fall Appeal (October)**
  - Letter from President Lovell inviting alumni to renew their membership or join the President's Society
- **West Coast Challenge**
  - \$125,000 from Jim Eschweiler, Bus Ad '91, and Siobain Eschweiler, Comm '91, when we secure 1881 donors from Arizona, California, Nevada, Oregon, Utah and Washington



# Upcoming Annual Giving Opportunities

- **Infusing Giving Opportunities into Men's Basketball home games**
  - Engaging potential donors through various channels:
    - "Know before you go" emails
    - Push notifications
    - Digital graphics and PA announcements in Fiserv Forum
    - Social media posts
    - Post-game emails
  - Last year we raised more than \$30,000 from over 1,300 gifts



Liked by marquetteu and others

marquettealumni Marquette fans, visit the kiosks outside of sections 121, 204, and 225 throughout today's game to make a gift of any amount to... more

January 23

**TIME TO RISE**  
THE MARQUETTE PROMISE TO BE THE DIFFERENCE

# Upcoming Annual Giving Opportunities

- **Christmas and End of Calendar Year Appeals (November-December)**
- **Digital Advent Calendar – Dec. 1-25**
  - Daily social posts and weekly emails



MARQUETTE UNIVERSITY ADVENT CALENDAR





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## Committee Feedback



**TIME TO RISE**  
THE MARQUETTE PROMISE TO BE THE DIFFERENCE

# Reunion Giving

