

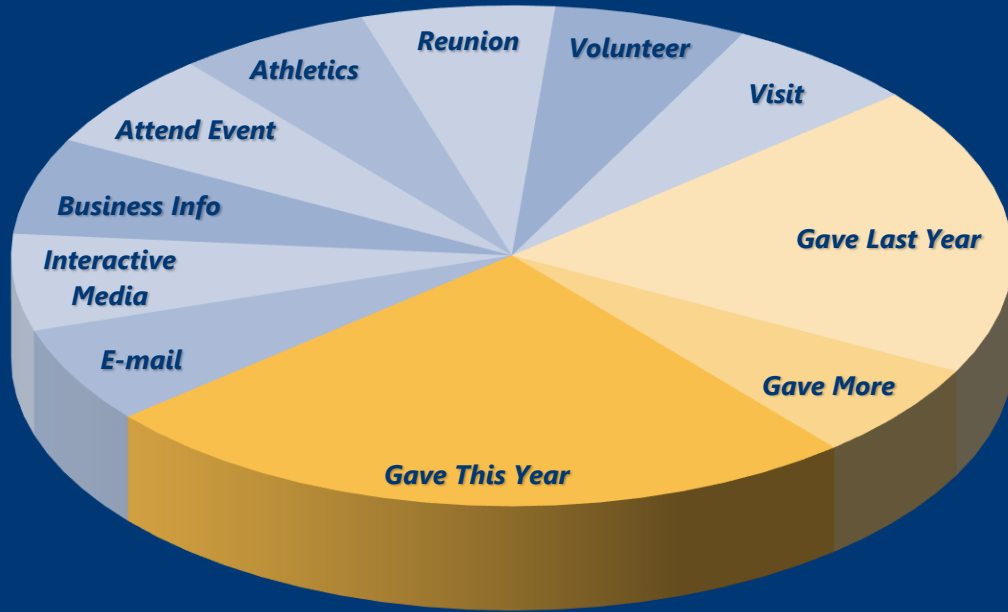
# The Alumni Engagement Score:

Sarah Burkhart, Bus Ad '03, Grad '12, Executive Director,  
MU Alumni Association

MARQUETTE UNIVERSITY · UNIVERSITY ADVANCEMENT

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





# The 16-Point Engagement Score Model

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# 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