

November 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

FY21 Alumni Participation To-date

Current and Upcoming Annual Giving Solicitations

Get Involved!

FY21 Undergraduate Alumni Participation Results

As of 11.13.20

- FY20 Final Alumni Participation: 17%
- FY21 Alumni Participation Goal: 18%
- **FY21 Alumni Participation To-date: 11%**

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 St. Joan of Arc Chapel by Daniel Augustine, Comm '03.
- Promoted to undergraduate alumni, current and past parents and friends via mail, emails, Phonathon, social media and texting



Current and Upcoming Solicitations

We Are Marquette Young Alumni Challenge



- Timeframe: December 8 – January 7
- Promoted to undergraduate alumni who graduated in the last 15 years via postcard, emails, Phonathon, social media and texting
- Utilizing GiveCampus, our social fundraising platform
- Donors can choose to receive a We Are Marquette felt pennant.

Current and Upcoming Solicitations

Virtual Advent Calendar

- Timeframe: December 1-25
- Communication will kickoff via email and updates will be posted to social media daily.
- Each day will feature engaging content, and most Tuesdays will feature a giving opportunity.
 - Holiday playlist
 - Christmas cookie recipes
 - Sharable videos
 - And more!



Get involved! Spread the word on social media.

1. Follow @MarquetteAlumni on Facebook, Instagram and Twitter
2. Reshare posts every Monday featuring news and updates
3. Share your own Marquette experience. Email amanda.lang@marquette.edu or post on social and tag @MarquetteAlumni. Here are some ideas to get you started:
 - Why do you support Marquette? What inspires you to give back or to serve within the Marquette community?
 - How are you using your Marquette education today? Tag your college or school and share your success story.
 - Have you attended a virtual Mass? Write and share a reflection.

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AWARDS COMMITTEE

AWARDS

Standing committee to oversee the Alumni National Awards process and provide recommendations for the All-University award recipients and select the Pedro Arrupe Award for student service and leadership.

New Nomination Form is LIVE! (marquette.edu/awards)

- Link to Award Criteria
- Spot for LinkedIn or bio URL
- Separate questions about service to Marquette, service in the community and professional achievements

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GOVERNANCE COMMITTEE

GOVERNANCE

Standing committee to oversee the recruitment process of all directors, propose amendments to by-laws as appropriate and make recommendations for board activities and initiatives.

National Board Strategic Plan Refresh

Tuesday, December 1

December Board Virtual Social

Wednesday, December 16

5-6pm CT