Going for the G.O.L.D.
(graduates of the last decade)
Approaches for Recent Graduates in Annual Giving

CASE Conference
Successful Annual Giving
November 26-28, 2007
New Orleans

David S. Jones, University of Georgia
Young Alumni Giving - Nuts and Bolts

- Define “young” alumni
- Define your goals
  - participation/renewal
  - Consistency of giving
  - leadership gifts
  - volunteer involvement
- Define your strategy
Young Alumni Giving - Defining your strategy

- Establishing performance targets
  - Select a region, a range, an affinity group?
  - Set objectives
  - Directly linked to goals
  - Measure, measure, measure

- How organized?
  - Staff vs. volunteers
  - Use of trustees and other leaders
Evaluation

- Donors
- Dollars
- Project Impact
- Awareness
- Retention
- Others?
The “Young” Alumni Environment

- Increasing proportion of overall alumni population
- Changing demographics of students
- Low financial impact
- High programmatic operating costs
- Often project-based
- Correlation between second gift and future giving
- Propensity towards designated giving
More about the “Young” Alumni Environment

- Adherence to methodology
- Communication medium preferences
- Sense of reciprocity
- High mobility
- Realization of private gift impact?
Generations X and Y:
Who are these people?

X = born 1961-1981
- Can-do
- High volunteerism
- Operate on facts
- Informality
- Technologically savvy
- Give charitably—but to fewer organizations
- Enjoy options
- Expect reciprocity

Y = born 1981+
- Slightly less civic/community minded
- More focused on friends and family
- Strong commitment to diversity
- Techno-experts
- Expect immediate response, delivery, satisfaction
GOLD Giving - It all begins with a purpose

- Define your goals
  - participation
  - dollars
  - specific project
  - volunteers
  - education/information
  - others?
Building on Senior Class Giving Programs

• Unrestricted Support
• Designated Support
• Brick campaigns
• Historical Markers
• Campus Improvement
• Scholarships
• Special Purpose Grants
• And more…
Senior Class to GOLD Giving-Transition Issues

- Multi-year pledges
- Migration from project to regular giving
- Publicity
- Is it the student’s money?
- Connection between senior gift and philanthropy
Senior Signature Donors

*class size: ~4500-5000 students*
Back to the Basics: are we truly meeting our goal?

Retention Rates of Senior Class Donors
Why the drop?

• Sufficient Stewardship?
• Young alumni are most transient
• Not yet employed?
• Charitable intention of first “gift”?
• Absence of a young alumni program
GOLD Giving - Nuts and Bolts

- Determine your strategy
  - phonathon/mail
  - Email
  - personal solicitation
  - events
  - “ask” (multi vs. single year)
  - data transition/management
  - gift designation
  - Stewardship
Messaging

- Showcase recent graduate donors in publications, ads, solicitations
- Straightforward approach
- Speak personally, not institutionally
- Illustrate impact of giving
- Gift amounts in relative terms: “give the equivalent of four haircuts...three lattes...twenty downloads...”
Give a Little
Get a Latte

—What’s Brewing?

A Campaign for Young Alumni

The results are in for the “Counting the Beans Class Competition!” Congratulations to the class of 2004 for brewing the fullest pot of young alumni support with the most gifts to “Give a Little, Get a Latte.” All ’04 participants will receive a stainless steel travel mug. It was a close competition. The class of 1997 and class of 2003 also showed a lot of support! Thanks a latte to all supporters of the “Give a Little, Get a Latte” campaign. (*) Based on class participation per class size.

- Kate Ruhl ’05 and Shila Williams ’05 took their “Give a Little, Get a Latte” mug to Italy and Switzerland over spring break.
  Check it out here.

- Lauren Olson ’06 took her “Give a Little, Get a Latte” mug on a European tour.
  Check it out here.

- Photos from the May 19, 2005 Latte Event

Remember when a good dose of caffeine made all the difference?

Maybe it was when you were pulling all-nighters to get that English paper done, or practically living in the Leedy Theater while building sets for a Wiegand Studios production, or trying to get all of your reading done on the team bus home from the game... to say nothing of Monday morning 8 a.m. classes?

Even though you’re no longer on the LVC campus every day, the students who have taken your place need a jolt of caffeine too.

This year if you can give a little, they (and you) will get a latte.

Here’s how: One of the features of the Lynch Memorial Hall renovations is going to be a coffee bar, promising to be a great new gathering place on campus, so that students can grab a cup on the run or meet up with friends at the end of the day. Normally, the coffee bar would be “named” by one person making a tremendous single gift, but we’ve struck a deal with the College.

If the 10 youngest classes of alumni can come up with $50,000, they’ll recognize us as the donors of the coffee bar... sort of a gift from all of us young grads to the students of LVC.
Caitlin is starting a bright future and wants the same for others. She’s a Georgia Fund donor.

“My experience at Georgia was amazing, and I am so grateful for what the university has given me. I give as a thank you, but also as an expectation. I want UGA to continue to grow and improve, so those who come after me will get as much out of their college years as I have.”

Caitlin Askins
Class of 2007

www.archwaytoexcellence.uga.edu  Give every year. Make a difference every day.
GOLD Direct Mail Campaigns

- Data source & validity
- “Dear Parents of …”
- Which address?
- Effectiveness and timing
- Deadline-oriented constituency
Please help us by returning the attached card with your child's current information. Thanks for your help.

<table>
<thead>
<tr>
<th>NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADDRESS</td>
</tr>
<tr>
<td>CITY/STATE/ZIP</td>
</tr>
<tr>
<td>PHONE (HOME)</td>
</tr>
<tr>
<td>PHONE (WORK)</td>
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<tr>
<td>EMAIL ADDRESS</td>
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</tbody>
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**can you believe that members of the Class of 1998 are approaching their fifth reunion?**

The Class of 1998 will celebrate its **fifth reunion** April 11-13, 2003. The weekend will be a great time to reunite and reminisce with old friends about those special times at Duke.

Don't let your child miss out. The class is beginning to plan for this big event, and we want to make sure we can get in touch with your Duke graduate. Please help us by returning the attached card with current address information on your son or daughter.

We look forward to bringing the Class of 1998 home.
Hearing from you would be music to our ears!

E-mail us your name, phone, address and class year and we'll enter you to win an iPod!

Send to alumni@salve.edu

Deadline is December 28th
Drawing held on January 3, 2007

Stay Connected...
Doesn’t it feel good to check items off your To Do List?

Hey John Q - It’s that easy!

To Do List

- High Priority
  - MON Skip double latte (Save $3)
  - TUES Brown bag lunch (Save $5)
  - WED Sneak microwave popcorn into movie theater - don’t forget the soda (Save $5)
  - THU Skip happy hour - be fresh for Friday morning meeting (Save $10)
  - FRI Payday $$$ Fun night out... forgo the late-night slice (Save $2.50)

Total Savings $25.50

- SAT Mail check for $25 to Salve Regina - keep the change.

A little savings here and there can add up to important support for Salve Regina’s Annual Fund and today's students. Add us to your “to do” list and send in your gift today!

It’s that easy!

Yes, Salve Regina is high priority. Here’s my gift of $50 $25 $5 ________

Charge my: [ ] MASTERCARD [ ] VISA #________

Exp. Date____ Signature________

Please make checks payable to Salve Regina University

Salve Regina University
100 Ochre Point Avenue
Newport, RI 02840

100 Ochre Point Avenue, Newport, RI 02840 • Toll Free 877-SRU-GIFT • www.salve.edu/srugiF
GOLD Phone Campaigns

- Campus, new residence or parents’ numbers?
- Cellular factor
- Primary solicitation or followup?
- Credit Card emphasis
Special Events

- Traditional
  - Welcome Back Homecomings
  - Graduation Checkout
  - Sporting Events
  - Alumni Association Collaboration
  - Celebrations & Galas

- Nontraditional
  - “non-events”
  - Concerts
  - Simulcast events
  - 5Ks and Distance Walking
  - Dodgeball
    - Urban Iditarod
Congratulations to the IAMFRESNOSTATE video award winners:

1st Place:
Bryan Harley

2nd Place:
Nick Lopez

3rd Place:
Leslie Cooper

Viewers' Choice:
Graham Wahlburg, Marc DiTirro
Ryan Welch and Brandon Laong

FRESNO STATE CALL CENTER: Job Description | Apply Online
GOLD Email Campaigns

- Preferred Contact Method?
- Dynamic content & personalization
- Immediacy of message
- Internet Social Networking
- Viral Marketing
- Training for future e-relationships w/ U.
Meeting them on their turf

- Facebook
- MySpace
- YouTube
  - Annual appeals
  - Awareness campaigns
- LinkedIn
- Your own system?
- Programming for “the third screen”
Third-party Charitable giving

- www.Change.org
- www.DoSomething.org
- www.Firstgiving.com
- www.GiveMeaning.com
- www.SixDegrees.org
Special Societies

- Maintain existing giving clubs
- Enhanced recognition
- Unique marketing and inclusion
- Councils and Boards

Golden Ring

Ohio University

GOLD
GRADUATES OF THE LAST DECADE GIFT CLUB

Florida State University

Golden Lion Society
Challenge Campaigns – worthwhile or whimsy?

- Inter-collegiate
  - Big Ten Challenge
  - ACC Challenge
  - SEC Challenge
  - Kentucky Challenge

- Intra-collegiate
  - School/College competition

- Matching Gift Challenges
  - Alumni & Donor Boards
UGA is depending on you, David!
Find out why at:
david.jones.ugafund.com
Dear Dr. Susan E. Neyman,

The Razorbacks are taking the field! This fall’s SEC Challenge is underway and you can help us take out the competition! Our Graduates of the Last Decade are the most loyal and spirited alumni in the SEC. That means YOU! You are the difference that will take Arkansas to the top. Take a moment to enjoy this fun presentation, and be a part of the G.O.L.D Challenge.

Go HOGS!

Click here to forward this email to a friend.
GOLD Takeaways

- Set your objectives carefully
- Manage as a Segment – particularly nondonors
- Observe limited window of opportunity
- Expect to lose money, gain donors
- Educate about Philanthropy
- Build upon successful Senior Class campaigns
- Get internet savvy!
- Train donor behavior
- Enlist others within your community to help build a program