

Young Alumni and Senior Class Gifts



CASE - SIEFR
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2003

The Senior Gift/Young Alumni Environment



- ⌘ Increasing proportion of recent graduates in overall alumni population
- ⌘ Changing demographics of students
- ⌘ Low financial impact
- ⌘ Correlation between second gift and future giving
- ⌘ Propensity towards designated giving

Senior Class Giving - Nuts and Bolts



⌘ Define your goals

- ☑ participation
- ☑ dollars
- ☑ specific project
- ☑ volunteers
- ☑ education/information
- ☑ others?


Senior Class Giving - Nuts and Bolts



⌘ Determine your strategy

- ☑ phonathon/mail
- ☑ personal solicitation
- ☑ events
- ☑ “ask” (multi vs. single year)
- ☑ data transition/management
- ☑ gift designation
- ☑ stewardship

Senior Class 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

Young Alumni Giving - Nuts and Bolts



- ⌘ Define young alumni (can we really use “young” as a label?)
- ⌘ Define your goals
 - ☑ #1 goal should be participation
 - ☑ #2 goal should be leadership gifts
 - ☑ volunteer involvement
 - ☑ n+1 year goal

Young Alumni Giving - Defining your strategy




⌘ Establishing performance targets

- ☑ Select a region, a range, an affinity group?
- ☑ Set objectives
- ☑ Measure, measure, measure

⌘ How organized?

- ☑ Staff vs. volunteers
- ☑ Use of trustees and other leaders

Senior Giving/Young Alumni Takeaways



- ⌘ Set your objectives carefully
- ⌘ Set your time limits carefully
- ⌘ Examine the culture for your senior class
- ⌘ Enlist others within your community to help build a program



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