Young Alumni and Senior Class Gifts

CASE - SIEFR
Fritz Schroeder
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