



Fundraising & Alumni Engagement: Leveraging Outreach Opportunities

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Philosophy of Working Together

- Create a conversation (engage)
 - Tell the stories
 - Connect the people
 - Create a push/pull approach to communicating
- Add value for internal & external constituents
 - Know your audience
 - What's in it for them and why should they care?
 - Provide impact, measurements and reasons for outreach

Adding Value Externally

- Know your audience
 - Data acquisition and integrity
 - Regular surveys
- Be clear on the goals – and value – of the activity (e-mail, event, outreach, appeal, invitation, etc.) for your target audience
 - Why should they care/give/attend/open the e-mail?
 - Leverage opportunities for education/outreach in the message

- Create ways to engage your target audience
 - Ask for opinions and actually act on suggestions
 - Provide data back
 - Create interactive opportunities/access to info
 - [Advent Calendar/Christmas Campaign](#)



- Results of Christmas Campaign:
 - 28% open rate
 - 31,747 page views
 - Record-breaking fundraising month
(+59% in dollars and +31% in donors)
 - 48% increase in online donations

FLAT SPIKE!

Take Spike with you this Christmas!

Print out, and take photos with your 'Flat Spike', then email them to pics@gonzaga.edu!

[Download Flat Spike](#)



Spike at the Christmas Party!

Adding Value Externally, Cont...

- Alumni Career Network
- New Graduate Outreach program
- Regional Scholarships



—Behind the Scenes

BEHIND THE SCENES: IMAGES OF THE PAST

Do you recognize these photographs?
Remember some of these people?

If so, we'd like to know. Please send recollections or comments to scene@willamette.edu or call 503-375-5304. We'll incorporate your feedback into the university's records. We'll also share what we learn in a future edition of *The Scene*.

Additionally, if you would like to send in historical photos from your own collection, we'd be happy to add them to our database. We'll return any printed photos to you.



Spring 2010 Reader Responses

Our controversial archers! Multiple readers responded to last issue's image of the female archers: Peggy (Buckley) Mills '57, Janet (Richardson) Mullin '56, Nancy Jones '64, Margaret (Huson) Brown '56, Gay (Kent) Bossart '56, Donna (Pallin) Zerfass '55, Sylvia (Wilde) Hedeon '47 and Nettie (Hansen) Weaver '60. The interesting part? We received several different names and class years for each of the young women pictured. Many thanks to our readers for their feedback on such a tricky shot.

- Metrics, Metrics, Metrics
 - Gifts in the door and cost per dollar raised
 - Donor Retention
 - Participation rate
 - Attendance
 - Open rates/likes/survey responses
 - Long term giving of alumni travelers, reunion attendees and key volunteers

Adding Value Internally

- Awareness of activities and communications across departments
 - Affinity mailing coordination with appeals
 - Social media opportunities
 - Tuition Freedom Day
 - End of Year Giving
 - Reunion Giving
 - Partnerships with other departments (athletics, career services) and faculty

- Awareness of other departments, continued

- Tomorrow Made Possible

- Regional Scholarships/
Gonzaga Scholarship Challenge

1 2 7 1 3

What does this **NUMBER** represent?

- Number of times that Taio Cruz's song "Dynamite" plays each day on local radio stations.
- Number of Facebook friends Mark Zuckerberg lost when the movie The Social Network was released.
- Number of donors that supported **YOU** last year through gifts to Gonzaga.

**TOMORROW
MADE
POSSIBLE**

04.13.2011

www.gonzaga.edu/tmp

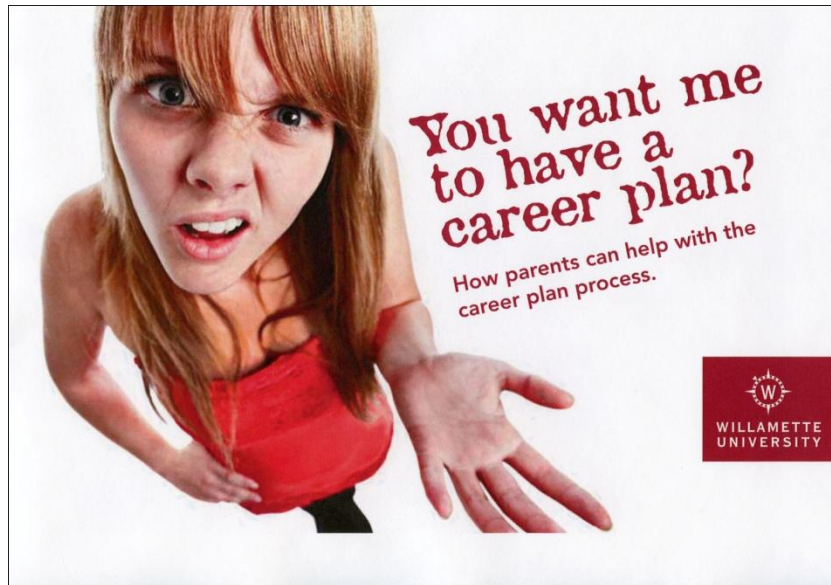
Every year, thousands of donors of all ages and walks of life make gifts—large and small—that help make **YOUR** Gonzaga **experience** possible. Everything from scholarships to light bulbs are funded in part by their donations.

Come by the steps on the front of **Crosby** next Wednesday, **April 13**, from **11 am – 2 pm** for this year's Tomorrow Made Possible event. It's a chance for you to pause and say thanks for their support. There will even be **FREE David's pizza** for you to enjoy!

GONZAGA UNIVERSITY
be inspired.

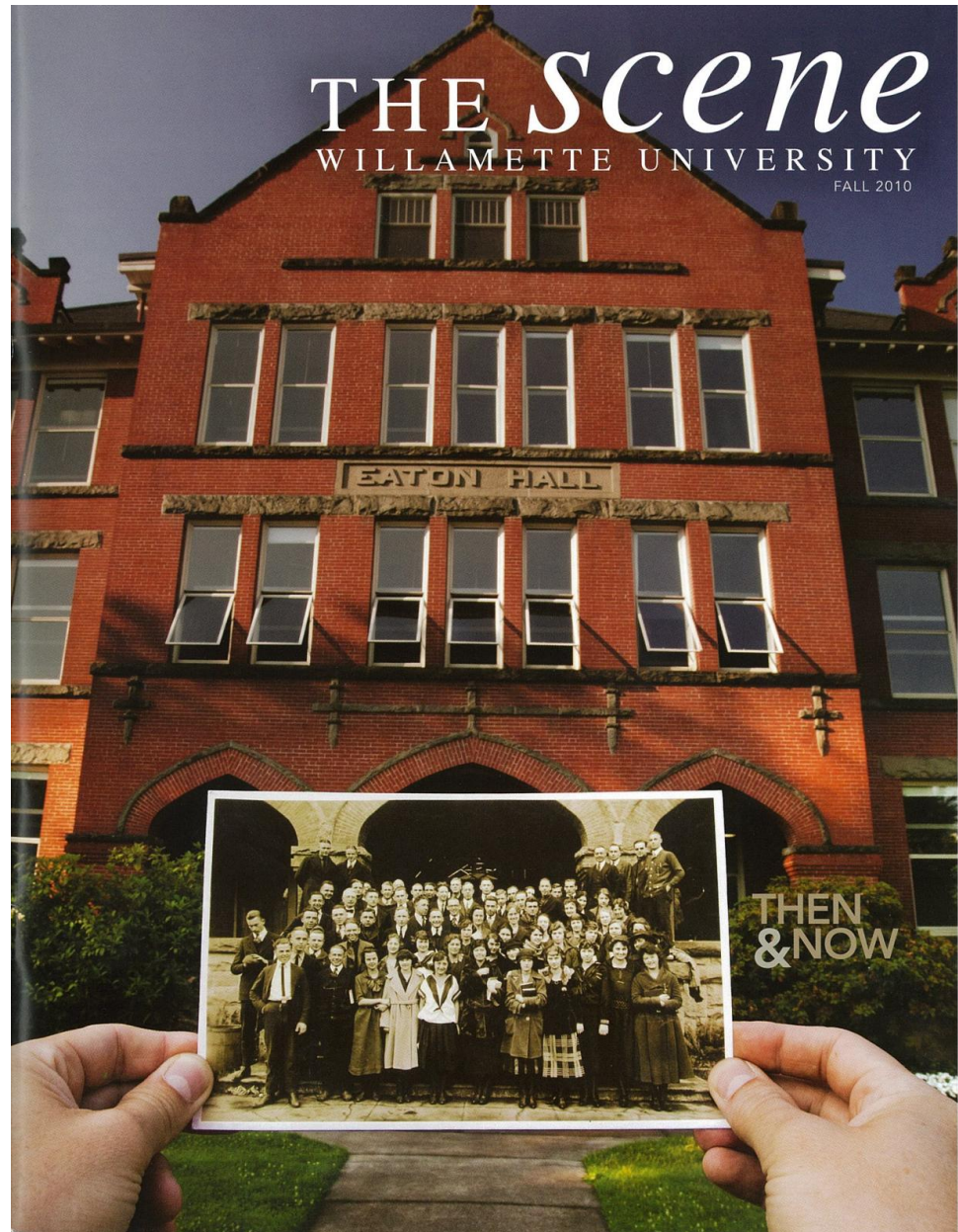
Adding Value Internally, Cont...

- Parent programs
 - Career Network/Current Parent Event



- [Parent Calendar and E-newsletter](#)
- [Parent Blog](#)

—Alumni magazines and annual giving campaigns



STUDENTS

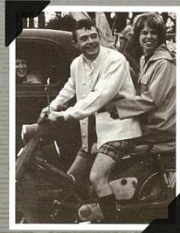
1940s



1950s



1960s



1970s



1980s



1990s



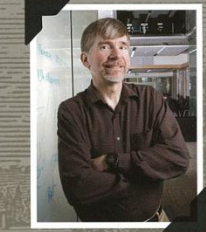
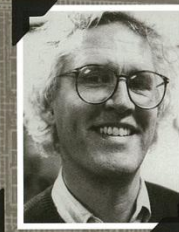
2000s



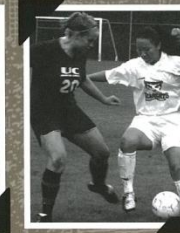
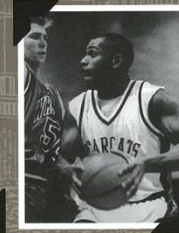
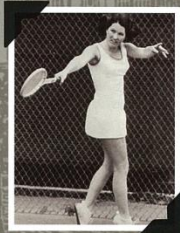
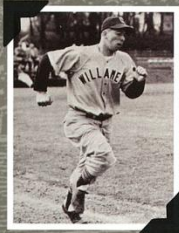
TODAY



PROFESSORS



ATHLETICS



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THEY NEED YOU.**

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GIVE TODAY. [GONZAGA.EDU/THEYNEEDYOU](https://www.gonzaga.edu/theyneedyou)

- If you can't leverage it all day long and twice on Sunday, don't bother doing it
 - You're Doing What With Your Degree?
 - New Graduate Outreach Program
 - Scholarship Challenge
- Metrics, Metrics, Metrics

Potential Barriers to Success

- Size of advancement team
- Territory issues
- Lack of understanding between departments/common goals
- Leadership
- Financial resources