



Alumni Giving Committee

Report

Plenary Session

May 8, 2010

Submitted by:

Anne Baird-Bridges, Chair

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End of Year Accomplishments:

- **"Hampton Makes Cents" Campaign.** Designed to increase the dollars available for scholarships for students attending Hampton and to increase the donor base by mobilizing alumni who have not given in the past.
 - "Hampton Makes Cents" campaign rolled out at Southwest Region conference. Campaign materials distributed. \$2,875 donated for scholarships. \$3,850 pledged. As of March 31, 2010 SWR had contributed \$9,560 to Hampton.
 - "Hampton Makes Cents" campaign materials sent to Regional Alumni Giving Chairs and Regional Presidents for distribution to Chapters.
 - Every NHAA, Inc. Board member committed to support "Hampton Makes Cents" campaign. As of March 31, 2010, 12 Board members had given \$5,940.
- **675** alumni gave **\$355,537** as of March 31, 2010 towards a \$1M goal

392 Non Reunion Year Gifts - 343 Reunion Year Gifts

REGION	# DONORS	\$ DOLLARS
Far West	21	\$ 44,116
South West	23	\$ 9,550
Mid West	41	\$ 14,877
North Atlantic	89	\$ 53,123
Middle Atlantic	372	\$134,882
North Carolina	50	\$ 14,995
South East	79	\$ 83,994
TOTALS	675	\$355,537

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Issues and Recommendations:

1. **Declining alumni participation through giving.** The current economy has impacted alumni and subsequently affected their willingness and ability to give. Alumni have been laid off, forced to take early retirement, and watched their retirement savings accounts decline in value. Recent graduates now outnumber older alumni, the alumni who give consistently.

Recommendation: The NHAA, Inc. and Hampton University consider conducting an all alumni survey to understand alumni concerns and issues that impact giving.

HU Career Center and NHAA, Inc. partner to connect alumni with job opportunities, financial counseling or other services to help them recover

2. **NHAA, Inc. alumni giving infrastructure is inadequate.** Many Chapters and Regions do not have a dedicated Alumni Giving Chairperson. Too often one individual holds multiple major roles in the organization that impedes their ability to be successful.

Recommendation: The NHAA, Inc. evaluate its alumni-giving infrastructure and examine successful structures of similar sized alumni associations.

3. **Accessibility to alumni giving information, timely reporting from Hampton University, and modified policy for counting donors hampers active Chapters' solicitation and follow up with alumni to increase donor base and gifts.** Without data and tools the Chapters and Regions are limited in their ability to generate dollars for Hampton.

Recommendation: Hampton University review its current policies and explore options to share data in a timely manner to facilitate giving and protect privacy.