"Why Give Back"

Cultivating Strong Alumni Support/Connection

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Objective

The purpose of this workshop is to gain a renewed understanding of alumni engagement, the individuals we serve, and review strategies and opportunities to engage, retain and reclaim alumni support and sustain the institution and association goals.
‘Why Give Back’
Giving is both Rational & Emotional
To show appreciation for the education and development the school provided us

It’s your duty to give back as an alum
Provide others with similar experiences

(Pay it forward)

You can change the life of a young black student
Help to repair the aging infrastructure of our beloved university

(Enhance Infrastructure & Support Research Efforts)

Be a part of the next generation of buildings by having your name etched in a commemorative brick.
It is also a signal to other charitable institutions that this particular college is well loved.

Our Alumni giving rate is 37% and we want to get to 50% this year.
As a top 5 HBCU, we need to ensure that we have only the best and brightest at HU.
Giving back to Hampton keeps us relevant and in the rankings.

(Strengthen Competitiveness)

We have to believe that we are the best and deserve to be #1.
Cultivating Strong Alumni Support/Connection
Why we need to engage age diverse donors

- Millennials are going to become the largest giving generation and the WILL give
- The fact is that our donor groups are aging
- The new tax laws will likely impact giving and some reports believe giving will reduce by $17.2 billion ~ mostly boomers and matures
The Matures/Silent Generation

- Dubbed the "Greatest Generation"
- Raised by survivors of the Great Depression
- Experienced WWII and the Korean War

Core Values: Dedicated, Hard-working, Honor, Sacrifice, Patriotic, Ethical

Born 1945 or earlier ~ Age today 73 - 89 years old
Emeritus Class
The Matures/Silent Generation

- Direct Mail still works
- Personal Phone calls (not during dinner or past 8:30pm) are impactful
- Typically have time to meet in person
- Like volunteering for tasks that are easy and helpful - stuffing envelopes etc.
- Donate and average of $1,368 per year
- 27% own a smart phone
- 88% give to charity - higher than any other generation
Baby Boomer

- Accountability, overhead, very important to them
- Love the annual report and donor roll
- Look to see what your Board gives and may try to give a gift that isn't larger than your own Board's
- Boomers donate and average of $1,212 per year
- 55% own a smart phone
- 73% give to charity

Born 1946 to 1964 ~ Age 54 to 72 years old
Class of 1968 to 1986
Baby Boomer

- 71% of baby boomers are using social networking (with Facebook as the #1 choice by far)
- Tailor digital campaigns around social networking and shareable video content.
- You should feel confident in the boomer’s abilities to donate from any screen, including smartphones and tablets.
- Boomers like to see results, show progress measures when contacting these supporters.
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Generation X

- Came of age when US was losing its status as the most powerful/prosperous nation
- The first generation that will NOT do as well financially as their parents

Core values: Dedicated, Hard-working, Honor, Sacrifice, Patriotic, Ethical

Born 1965 to 1980 ~ Age 38 to 53 years old
Class of 1987 to 2002
Generation X

- Workplace giving and matching is important to them
- Mobile/online giving is key
- They are less likely to examine your finances and will spend more time reading causes for support
- Gen Xers donate and average $732
- 80% own a smartphone (2nd only to Millennials)
- 59% give to charity
- 30% of Gen Xers volunteer - more than any other
The Millennial Generation

- Grew up with Divorced Parents
- Digital is vital
- Committed to fixing the issues of society
- Loyal to causes not organizations

Core Values: Fun, staunch commitment to socio-equity
loyal to peers, adventurers

Born 1981 to 1996 ~ Age 22 to 37 years old
Class of 2003 to 2018
The Millennial Generation

- Most are ready to trade financial gain for social impact
- Project based fundraising is key (P2P and Crowdfunding)
- Raising unrestricted is very challenging
- If your online giving pages aren't beautiful, they will abandon their donation
- Millennials donate and average $480 annually
- 84% of Millennials made a donation in 2014, most of which were made online
4 Key Strategies for Engagement
#1 (The Easiest) Mobile Responsive Website & Donation Form
#2 Demonstrate Impact

- Report Outcomes ASAP
- Share Success Stories with Gift Acknowledgement
- Help them understand what would happen if the organization didn't exist
#3 Empower Millennials to be advocates for you

- Curate and recycle content
- Let millennials be activist
- Make it easy for them to be your Social Media Ambassadors
- Ask them to post online for you
#4 Let Millennials Make Impact

- Offer project based volunteering
- Launch a Young Professional Committee