

"Why Give Back"

Cultivating Strong Alumni Support/Connection

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Alumni Giving Co-Chairs



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.

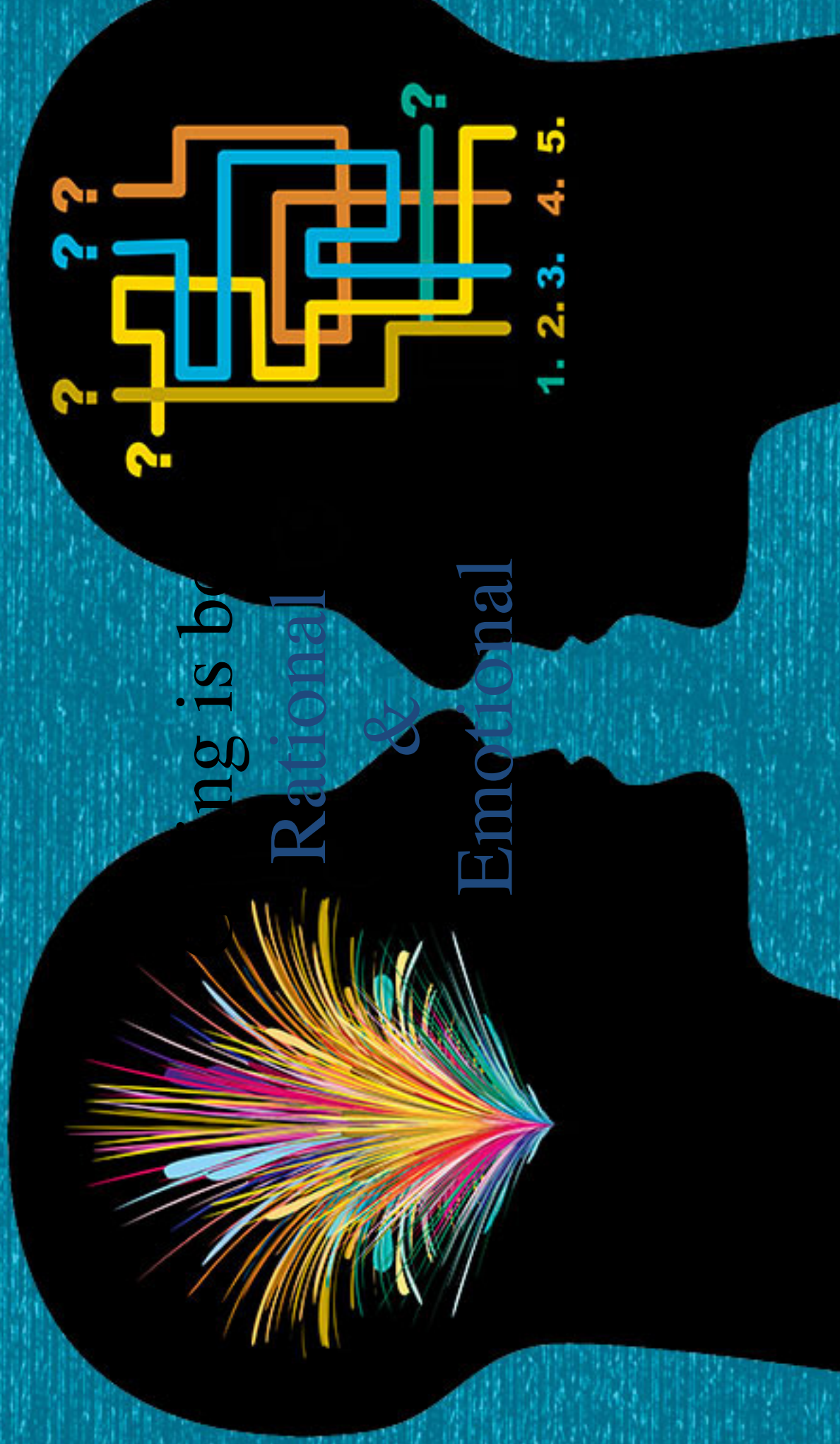


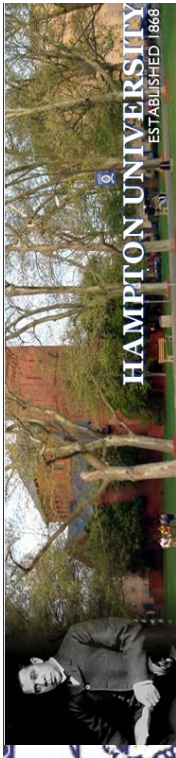
“Why Give Back”





Thinking is both Rational & Emotional

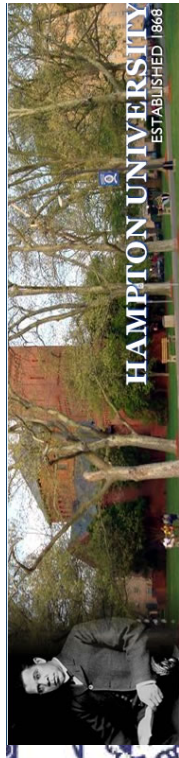




It's your duty to give
back as an alum

To show appreciation for
the education and
development the school
provided us





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.



Our Alumni giving
rate is 37% and we
want to get to 50%
this year.



It is also a
signal to
other
charitable
institutions
that this
particular
college is



As a top 5
HBCU, we
need to
ensure that
we have
only the
best and



(Maintain Prestige)

HU
Students
are shaped
and molded
into the
future
leaders of
tomorrow

HU



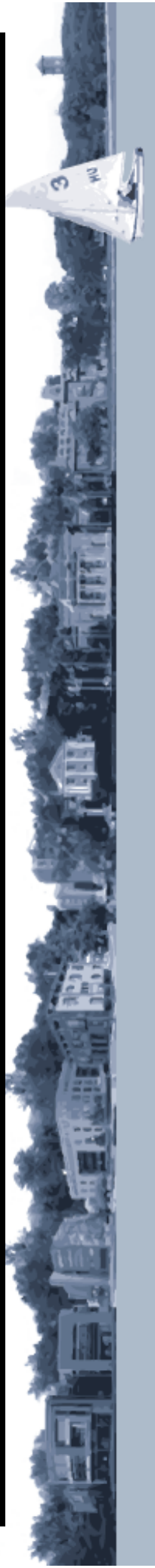
Giving
back to
Hampton
keeps us
relevant
and in the
rankings.



(Strengthen
Competitiveness)

We have
to believe
that we
are the
best and
deserve to
be #1.

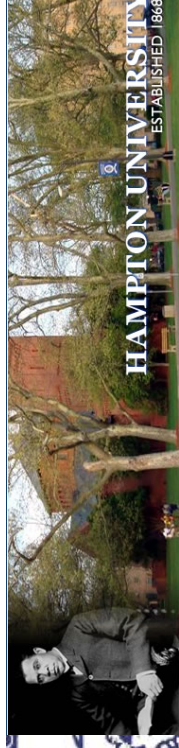






dayofgiving.purdue.edu





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

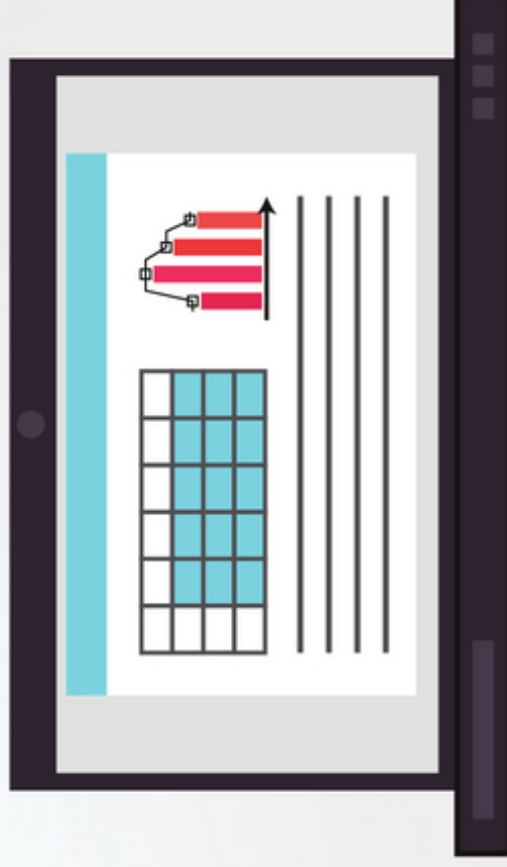




#1 (The Easiest) Mobile Responsive Website & Donation Form



#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

