THE FOCUS GROUP
SYMPOSIUM

Graduated, But Not Forgotten

Engaging Alumni

What we will cover today:

- Identify which alumni segments have the strongest capacity and affinity for giving.
- Build relational pathways that move alumni from distant observers to engaged partners.
- Create communication rhythms that honor alumni stories and foster long-term loyalty.
- Design events and touchpoints that re-engage alumni without overwhelming staff capacity.
- Translate alumni passion into clear, compelling asks using Taking Donors Seriously principles.

Who are Alumni?

- Higher education/k-12 institutions
- Campus ministries
- Camps and youth-serving organizations
- Recovery programs
- Any nonprofit with “program graduates” or a natural alumni group

Alumni Relationships

Alumni Opportunities

- Volunteer and Leadership Opportunities
  - Alumni Association
  - Alumni Council
  - Alumni Board

Alumni Communications

Alumni Messaging

- Informational and Inspiring
  - Monthly Emails
  - Quarterly/Semi-Annual Letters, Magazines, Hard Copy Mailers
  - Year End Appeals
  - Fiscal Year End
  - Summer
- Alumni Spotlights

Alumni Events

Alumni Events

- Kansas State Family Fun Day
- Santa Visits Evangel
- Young Life Alumni Bible Study

Alumni Giving

Alumni Asks

- Ask for something they can say Yes to
- Keep it simple
- Focus on participation instead of giving totals
- When alumni respond with giving, do research to identify potential Major Donors!

Alumni Segments

Alumni Prospects

Who could potentially be a Major Donor?

- Tier 1
  - 3%+
- Tier 2
  - .5-3%
- Tier 3
  - Less than .5%
- Tier 4
  - Unknown

THEN => Ask for permission to ask

Questions?

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