

MACE Directors' Symposium, UKZN, 6 – 7 May 2017

Peter Maher, Director: Alumni Relations, University of the Witwatersrand

- **Challenging times for alumni programmes**
- **Soliciting alumni giving**
- **Young alumni initiatives**



Overarching Challenge

Changing focus of alumni relations

- We are now responsible for advancing our institutions through **fundraising**; enhancing **student life**; and helping students and alumni **find jobs**."

-Jason Coolman, Associate Vice-President,
Development at University of Waterloo

Local challenges

- Austerity, budget cuts to staff and operations
- Historic neglect of alumni programmes, scepticism towards alumni giving. Unevenness in alumni programming in the HE sector
- High expectations, unrealistic expectations

Challenges

- Student cohesion and loyalty. Willingness to give back?
- Alumni alienation
- Diverse student and alumni community
- Loss of traditions
- So much to do, so many channels and mediums. Focus on effort vs impact? What has greatest impact?
- What other challenges do you face?

Soliciting alumni giving

- Assumes a functional database is in place
- Assumes cultivation has been done
- Assumes a stewardship structure and plan is in place
- Assumes user-friendly giving mechanisms
- Assumes efficient and effective capturing and recording of donations

Some categories of alumni giving

- High value alumni – medium to long term, high level cultivation for major gifts
- Bequests – lifelong personal engagement, influenced by age of the institution
- Broad alumni body, large number of small gifts

General alumni giving

- Class gifts
- Projects eg. Student support, School-, Sport, Residence
- Capital campaign (major institutional campaign for specific purposes)
- Annual Fund (generally an endowment fund for broad discretionary use). Monthly, annually, regularly, irregularly, lapsed

Solicitation

- Establish a relationship
- Case for support, a donor must have confidence in your institution, its leadership, its mission and vision.
- Matching a donor's interests with institutional needs
- Identifying the right approach and the right person to make the ask, friends, ambassadors, VC, Chancellor, DFO Director, DFO staff, lecturer. Askers must be donors themselves!
- Not a hard sell

Solicitation mediums

- Audio-visual
- E-mail
- Direct mail
- Mobile messaging
- Telethon
- Events
- Social media
- Brochures/promotional material; personal visits, events

The Good and the Bad

A Good Statement...		A Bad Statement...
Uses language your constituents use.	↔	Uses jargon, doesn't understand your audience.
Is emotionally stirring.	↔	Is logical and cold.
Communicates the "why."	↔	Communicates only the "what" or "how."
Is concise.	↔	Is really long.
Is a single, powerful sentence.	↔	Is a rambling paragraph.
Sounds good spoken out loud.	↔	Is full of clauses and hard to say.
Is memorable.	↔	Is forgettable.
Surprises.	↔	Is dull.
Is actionable.	↔	Can't be quantified.
Is specific.	↔	Is vague.

Understand motivations for giving to craft messaging

- People make an emotional decision which needs to be rationalised. Provide an emotional hook and a rational justification.
- People want to be part of something bigger than themselves. You are important because of your association to you alma mater.
- People want to feel good about themselves. You are contributing to something significant, making a difference, advancing society/public good, leaving a mark.
- Grateful for the education received at my alma mater

- Grateful to specific lecturers
- A life-changing, transformative experience.
- Friendships and experiences for life. Best years of my life.
- Want future generations to benefit
- Want to contribute to building a better society
- Want to preserve/enhance the academic reputation of my alma mater
- Want my alma mater to be internationally competitive
- Want to preserve the University's independence and autonomy
- I owe my success to my alma mater

Messaging

- We share and represent your ideals and values
- Telling a compelling story
- Impact of giving. Recipient stories
- Honour history, traditions, sense of stability, permanence, continuity, growth, progress
- Project confidence in your institution, in your city, in our country
- Use generational champions. Alumni endorsements.
- Personalise, personalise, personalise.

Creating a culture.

We often lament the lack of an alumni giving culture but what we really lack is a culture of developing alumni. If you get that right giving follows....

Source: European Association for International Education

- Do we have a student-centred culture?
- Do students and alumni feel a sense of ownership and being valued?
- People never forget how you made them feel (Brand Pretorius)...ie. Students and Alumni.

Video solicitation

Annual Fund

- <https://www.youtube.com/watch?v=3SqT7p8IPHw>
- <https://www.youtube.com/watch?v=ASGykLgIWdU>

Campaign

- <https://www.youtube.com/watch?v=qx4iPrDMeCw>

Young Alumni Initiatives

Alumni programming that caters to young alumni needs and interests, offers opportunities and resources for career and life success and continues to strengthen their connection to their alma mater.

Young Alumni

- Pre-Alumni Programme – instil awareness
- Graduation – transition to alumni
- Young alumni membership
- Young alumni enews/social media
Smartphone. Apps.
- Social media friends/reunions/Special
Interest Groups
- Networking events
- Campus access/Alumni card

Career services

- Integrating alumni relations and career services
- Finding jobs
- Further study opportunities
- Career advice
- Networking events: Career advice, LinkedIn, Entrepreneurs, Inspirational motivators



Dear First Name

Congratulations on your graduation and welcome to the worldwide Wits alumni family.

The Office of Alumni Relations is your link to Wits after graduation. Please remember to email your contact details to alumni@wits.ac.za whenever they change.

You can also access and update your details using the self-service update site. Your username is *Login* and your password is your surname (**all** characters in lower case). [Click here](#) to log in, access your profile and update your contact details. Your username will always be based on your updated e-mail address and is always in lower case. You can also change your password at any time.

For enquiries or assistance, contact:

Purvi.Purohit@wits.ac.za | Tel 011 717 1093

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Wishing you everything of the best in your career.
We would love to hear of your achievements and successes.

Peter Maher

Director: Alumni Relations
University of the Witwatersrand

Once a Witsie, always a Witsie!

For more information visit www.wits.ac.za/alumni

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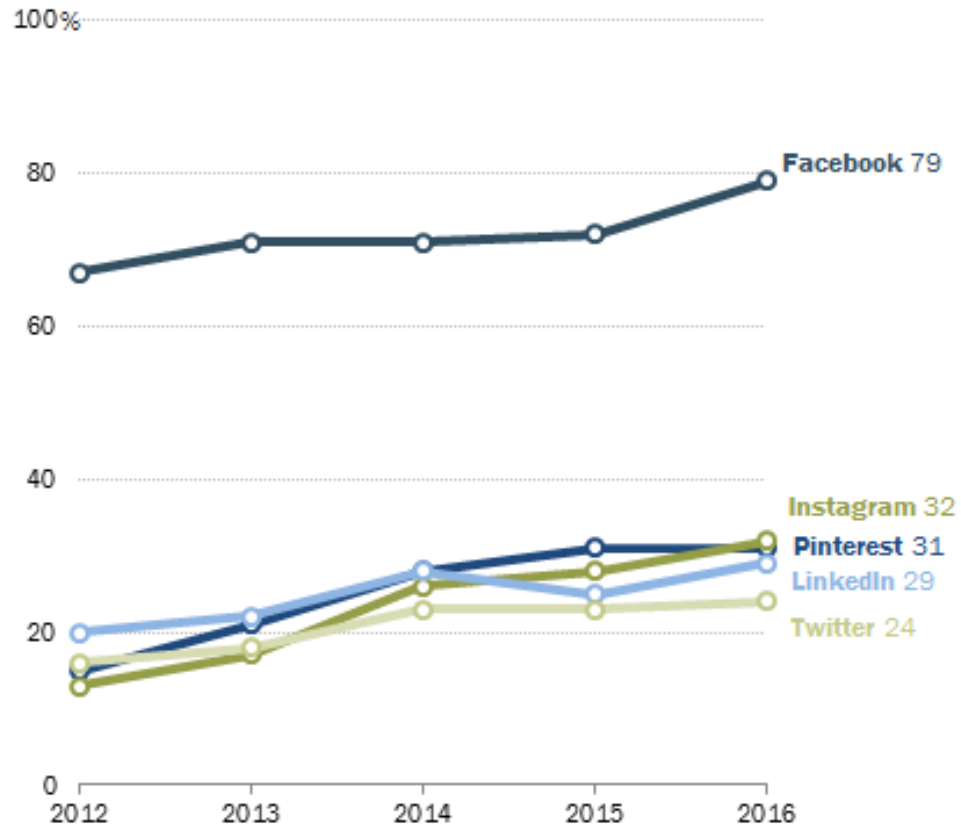
The Edge Newsletter

The Wits Alumni App



Facebook remains the most popular social media platform

% of online adults who use ...



Note: 86% of Americans are currently internet users
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

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79% of online adults (68% of all Americans) use Facebook

% of online adults who use Facebook

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

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thank you!