

Integrated Alumni Development Approach

What if...

- We understood how to engage our alumni into ACTION on behalf of the University through the Alumni Association.



- We could create a culture of being INVOLVED that starts as students and continues throughout our alumni's lives.

Relationship to Development

Assumption: Increasing an individual's donations to the University of Washington is directly related to the time and level of engagement.

Engagement Activities

- Ask for larger donation
- Qualify ability to give
- Personal cultivation – small events – target beneficiary
- Prospect tracking
- Give \$ to a specific project
- Gives more \$ to Annual Fund (\$100-\$1000)

ENGAGEMENT

2nd Level Engagement
Development Staff

- Ask for larger donation
- Individual cultivation
- Prospect tracking
- Gives \$100-\$1000

- Gives < \$100 to Annual Fund
- Volunteers – club chapters on campus
- Joins UWAA
- Attends events
- Reads *Columns*, *ViewPoints* and newsletters

1st Level Engagement
Alumni Association Activities

Annual Fund efforts

- | | |
|-----------------------------|-----------------|
| •Volunteers at events | <u># People</u> |
| •Gives \$100 to Annual Fund | |
| •Attends UWAA Programs | 50,000 |
| •Joins UWAA | 54,000 |
| •Give \$50 to annual fund | 80,000 |
| •Receives <i>Columns</i> | 250,000 |

T I M E

UWAA'S Role in Alumni Lives

•To improve the student experience

•To stay connected

•To help develop a professional career

•To create opportunities for social interaction and renew acquaintances

•To help promote life-long learning

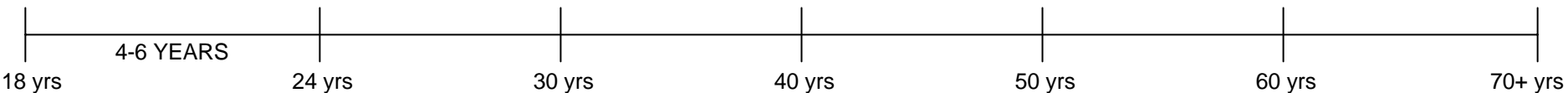
•To find ways to help the students

•Stay connected to the University

•To create ways for alumni to help the University

STUDENT LIFE

A L U M N I L I F E



Activities

•Mentoring

•Concerts

•Food @ Finals

•ASUW Activities

•Tangible learning experiences

•Dawg Deals

•Career Connections

•Networking

•Social activities - renew old acquaintances

•“Did you know?” awareness

•Scholarship Fundraising

•Career Connections

•Member Benefits

•Career Connections

•Continuous Learning

•Social activities – renew old acquaintances

•“Did you know?” awareness

•Scholarship Fundraising

•Political support of the University

•Financial support of the University

•Member Benefits

•Remembrances and tributes to traditions

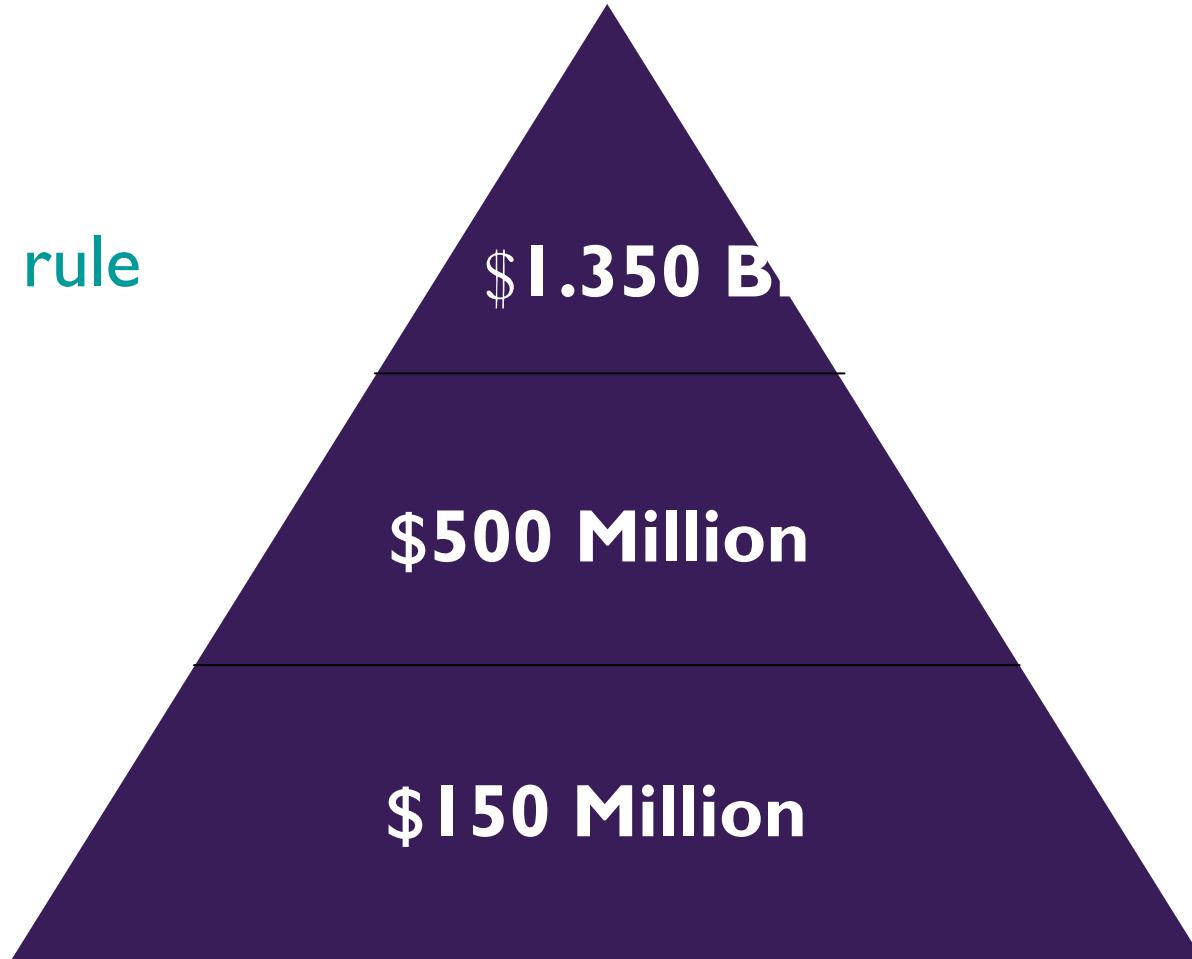
•Alumni Trips

•Class Reunions

•Lectures •Arts Performances

\$2 Billion Donor Pyramid

90/10 rule



\$2 Billion Goal

Development / Alumni Pyramid



Personal
Cultivation

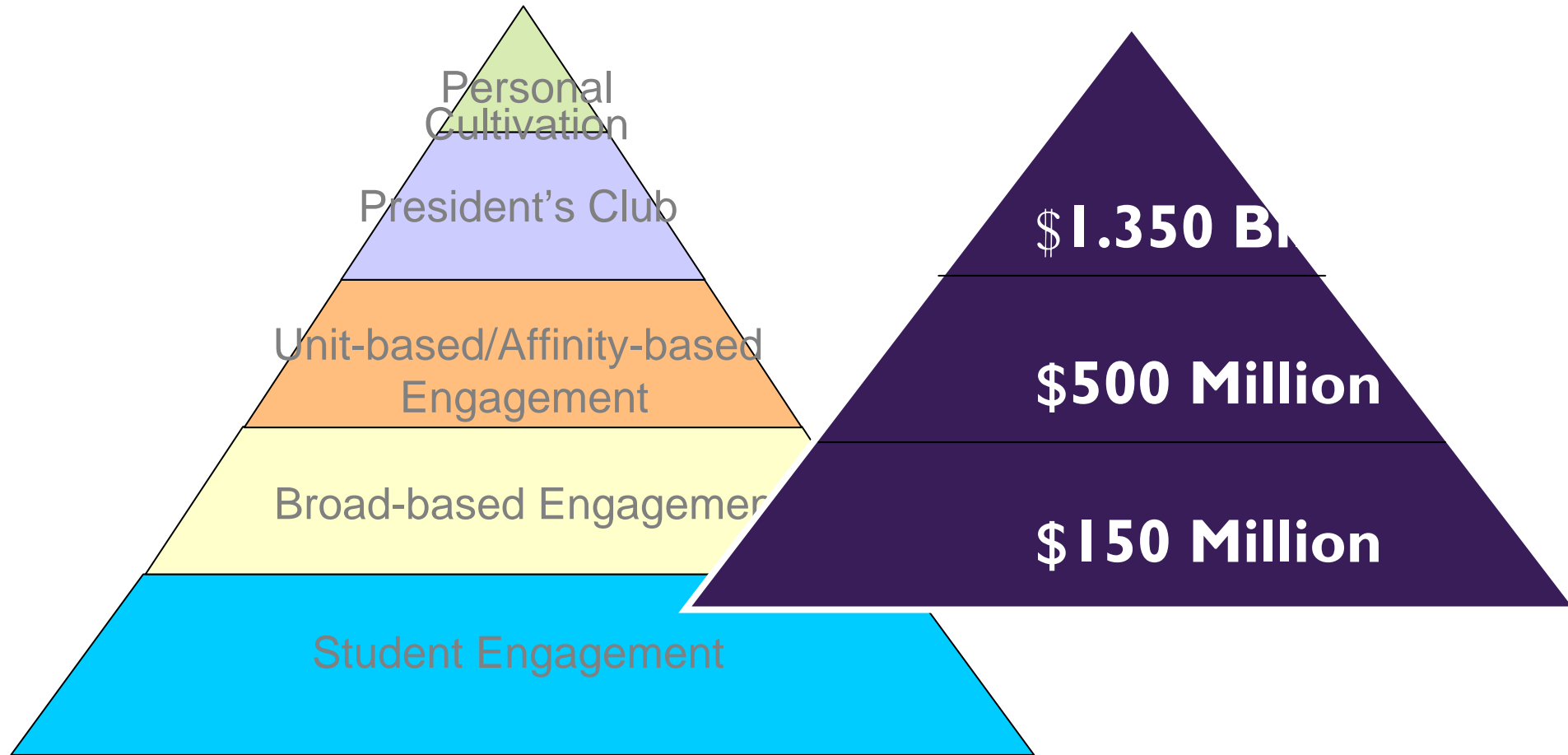
President's Club

Unit/Affinity-based
Engagement

Broad-based Engagement

Student Engagement

Pyramids



Alumni and Development Giving Pyramids

What are our tools to make this happen?

Programs & Events

- **Events** – one time activities that alumni and friends attend
- **Programs** – a series of activities/events that engage alumni and friends in a multi-dimensional relationship with the University

Communication

- All forms including direct mail, email, event signage, speaking points, print, web, radio and television advertising, annual giving program

How do we make all of
this happen?

WE PARTNER

With campus units
and alumni volunteers,
helping them
engage our alumni

What Do Alumni Want?

1. Academic Enrichment:

We must keep the student soul alive throughout their life

2. Service and Help for Others

From finding cures and solutions to helping students with scholarships and enriching life experiences

3. Career Programs – Huskies helping Huskies

From helping decide on a career, finding a first job, networking in an industry, changing careers, or getting new skills. The university needs to be top-of-mind of our alumni.

4. Fun

Re-engage spirit, pride, and connections to campus and friends

How do we get our messages across?

- By using a consistent visual approach and message system in a well planned and strategically integrated communication plan

The “What if” Campaign

CAMPAIGN UW
CREATING FUTURES



What if...

a vaccine could stop the threat of cancer?

That's what the University of Washington hopes will result from the innovative research they're conducting for women with breast or ovarian cancer.

Already, the UW Medicine Tumor Vaccine Group has found that some proteins in tumors trigger an aggressive immune response. With this finding, they've begun clinical trials. The results could lead to a revolutionary vaccine that blocks recurring tumors. It's one more way the University of Washington is addressing global health challenges.

Together, with your continued support, we are creating better futures for our community, our region, and the world beyond. Thank you.

For more information about Campaign UW: Creating Futures, please visit us at:
www.uwfoundation.org
or contact the UW Foundation at 206.543.2565 or toll free at 1.800.326.7566.




Proud UW Partner and Scientific Advocate

CAMPAIGN UW
CREATING FUTURES



What if...

good science made good business sense?

The University of Washington is a world leader in biotech research. And the work we do places us squarely in the center of a growing and global industry.

It's one reason major life-science companies select Seattle for their operations. Here they find the scientific talent they need to turn ideas into products that revolutionize health care. Consistently ranked among the top five federally funded research institutions, the UW is the kind of university with whom businesses want to partner. The result: a powerful economic engine that is creating jobs, building demand for goods and services, and spurring new construction — all while improving health and saving lives.

Together, with your continued support, we are creating better futures for our community, our region, and the world beyond. Thank you.

For more information about Campaign UW: Creating Futures, please visit us at:
www.uwfoundation.org
or contact the UW Foundation at 206.543.2565 or toll free at 1.800.326.7566.



What Turns...

“I like the University”

into

“I will act”

“I will attend”

“I will join”

“I will volunteer”

“I will talk to my Legislator”

“I will give”

What increases the significance of the relationship?

- Understanding that people engage when four things are present:
 1. They believe in the mission
 2. They believe in the organization's value
 3. They believe it is financially strong
 4. They believe in the leadership

What increases the significance of the relationship?

- They recognize the value to their own life
 - It made a difference for them
- They rediscover the emotional connection
 - Passion and pride
- They understand the need
 - Must take care of the asset
 - Don't take it for granted
- They are asked
 - And are given an option that matters to them

How to Increase the UWAA Participation

Programs + Communications + Word of Mouth = Action

- | | | | |
|--|---|---|--|
| <ul style="list-style-type: none">• Needed• Useable• Compelling• Accessible• Unique• Valuable | <ul style="list-style-type: none">• Interesting• Compelling• Usable• Defining:<ul style="list-style-type: none">– What– Why– How | <ul style="list-style-type: none">• Believers• Telling others• Selling others• Passion• Pride | <ul style="list-style-type: none">• Attending• Wearing• Membership• Annual Giving |
|--|---|---|--|



**I believe in the power and
relevance of an integrated
Alumni/Development
approach**