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)
- 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
  - # People:
    - 50,000
    - 54,000
    - 80,000
    - 250,000

### 2nd Level Engagement
- Development Staff
  - # People:
    - 500
    - 1000
    - 2500
    - 50,000

### Time
- Annual Fund efforts
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**

<table>
<thead>
<tr>
<th>18 yrs</th>
<th>24 yrs</th>
<th>30 yrs</th>
<th>40 yrs</th>
<th>50 yrs</th>
<th>60 yrs</th>
<th>70+ yrs</th>
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<tbody>
<tr>
<td>4-6 YEARS</td>
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**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
- Continuous Learning
- Career Connections
- Member Benefits
- Remembrances and tributes to traditions
- Alumni Trips
- Class Reunions
- Lectures
- Arts Performances
- Social activities – renew old acquaintances
- “Did you know?” awareness
- Scholarship Fundraising
- Political support of the University
- Financial support of the University
- Member Benefits
$2 Billion Donor Pyramid

$1.350 Billion

$500 Million

$150 Million

$2 Billion Goal

90/10 rule
Development / Alumni Pyramid

- Personal Cultivation
- President's Club
- Unit/Affinity-based Engagement
- Broad-based Engagement
- Student Engagement
Pyramids

Personal Cultivation

President’s Club

Unit-based/Affinity-based Engagement

Broad-based Engagement

Student Engagement

$1.350 Billion

$500 Million

$150 Million

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
Integrated Communication Plan

CAMPAIGN UW
CREATING FUTURES

CAMPAIGN MARKETING CALENDAR 2005

PURPOSE:
- To increase awareness of the UW's positive impact throughout the region and the needs of higher ed in the state
- To leverage off the momentum built during the Campaign Public Launch (10/10/02) and extend Campaign communications reach throughout the public phase of the Campaign
- To continue to foster a University-wide culture of collaboration

STRATEGY:
Continue to tell powerful stories regarding the University of Washington's impact on the region/world by utilizing existing resources including events, publications, and targeted advertising

Provide an opportunity to broaden reach via TV, radio and print advertising to strengthen the University's message

AUDIENCE:
Students, Alumni, Campus Community, Students, Parents, Legislators, CEOs/Business Leaders, General Public

2005 CALENDAR

APRIL
Suggested Primary Messages/Campaign Themes:
- Culture, health
- Issues: University impact on community culture, quality education

MAY
Suggested Primary Messages/Campaign Themes:
- Environment, health, culture

JUNE
Suggested Primary Messages/Campaign Themes:
- Education (focus on undergraduate experience & graduation)
- End of fiscal year giving

Print Materials:
- UAAAs: The Founders/Washington Weekend Program (reach: 25k)
- Well-Being Tools (reach: 15k)
- ICA quality newspaper (reach: 35k)
- UAAAs newsletter (reach: 25k)
- Campaign newsletter (reach: 50k)
- UAAAs website (reach: 20k)

Suggested guest editorial:
- Column: "Women's Management's Legacy (100th anniversary) regarding St. Luke's Union, Medicine and Sciences (4-10-05)

Community Events & Highlights:
- Distinguished Staff Award winners announced
- NOTE 2005 US News & World Report school rankings released
- NOTE WIAA Top College issue
- NOTE: Amending students and parents to the new decisions on entering UW (incorporative good news about the UW)
- NOTE: Thesis, Graduate, Church, C&G Cambridge Scholaship announced (see op-ed): see op-ed: Press Release:
- University rankings
- Washington Weekend, April 21-22, 2005
- Kate Ralls: Seattle Times op-ed piece: on April 22d, UW students' academic awards
- Washington Weekend, April 21-22, 2005
- Kate Ralls' Seattle Times op-ed piece: on April 22d, UW students' academic awards
- Waiting to control event data: TPC

Press Release:
- EOP Scholarship Recipients
- Culture/Divinity
- Kate Ralls' op-ed piece (Seattle Times editorial writer)
- Office of Development and Alumni Relations
- Admissions Communications

Budget:
- Suggested guest editorial
- Column: "Education (focus on undergraduate experience & graduation)"
- End of fiscal year giving
The “What if” Campaign

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’s Vaccine Research Group has found that some peptides 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 your role, too, as the University of Washington addresses 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 206.548.2500 or toll-free at 1.800.328.7580.

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 no surprise that major biotech companies seek facilities for their operations. Here they find the scientific talent they need to turn ideas into products that revolutionize healthcare. Consistently ranked among the top five federally funded research institutions, the UW is the kind of university with whom partners 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 206.548.2500 or toll-free at 1.800.328.7580.
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: • Needed • Useable • Compelling • Accessible • Unique • Valuable
 Communications: • Interesting • Compelling • Usable • Defining:
  – What
  – Why
  – How

 Word of Mouth: • Believers • Telling others • Selling others • Passion • Pride

 Action: • Attending • Wearing • Membership • Annual Giving
I believe in the power and relevance of an integrated Alumni/Development approach.