

Young Alumni Leadership Giving

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Leaders

Leadership

legacy inspire bring understand purpose live participate matters happen conversation choice ones trust talked character unique initiate Without shape Manifesto challenge use mental ineite change vision others strengths leaders ideas alone physical emotional need just spiritual daily way focused strengths leaders ideas alone physical emotional need status quo debate difference things results establish physical alone physical emotional need



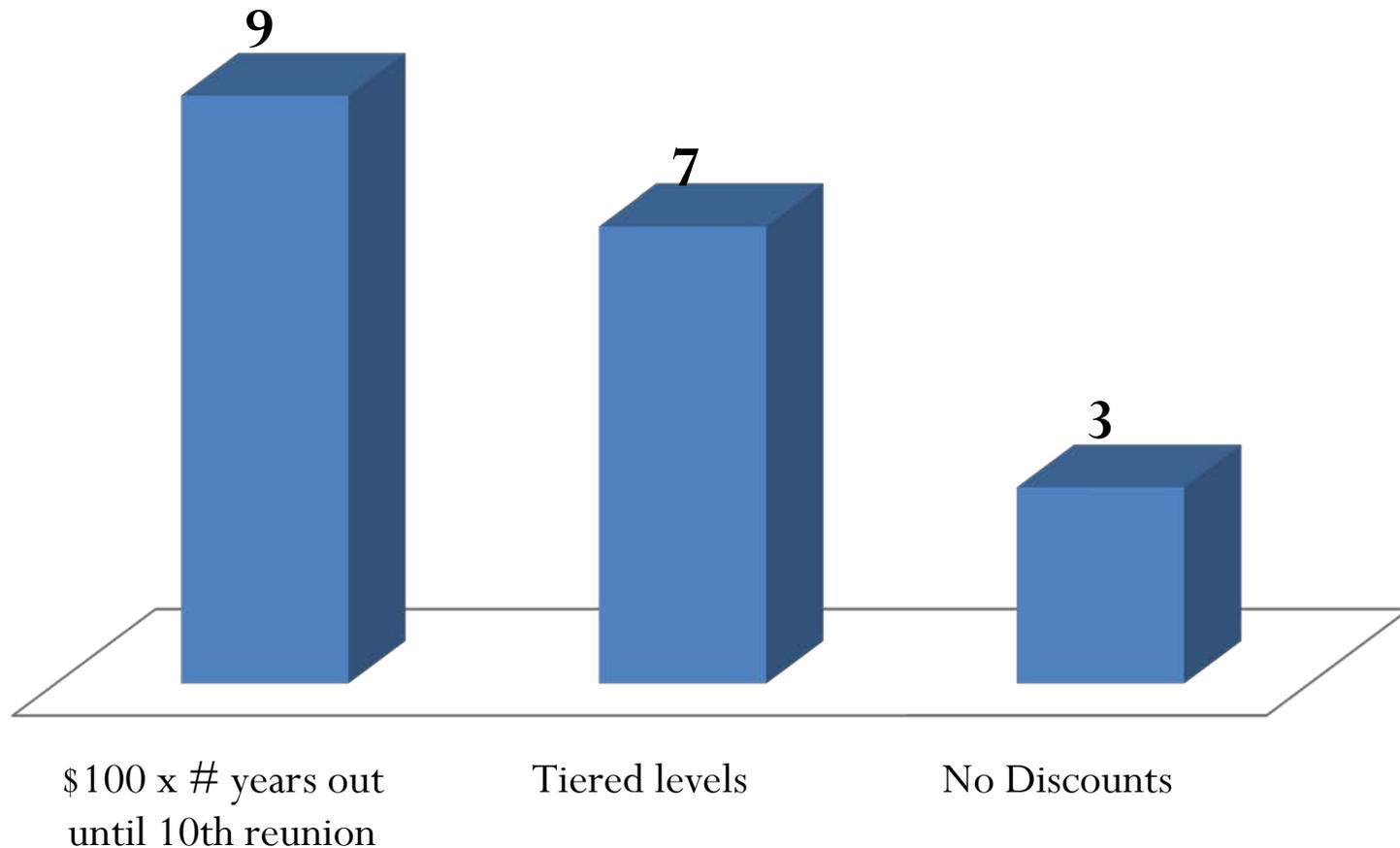
Why focus on increasing YA leadership gifts?

What is “*Young Alumni Leadership Giving*” in STAFF annual funds?

- The giving level at which young alumni are considered a member of an annual fund leadership giving society.
- At 18 out of the 19 colleges that responded, there is *not* a separate young alumni leadership giving society.
- At 16 out of the 19 colleges that responded, there is a discount level for young alumni in the overall leadership giving society for the college.

What giving level “counts” as a young alumni leadership gift?

YA Leadership Giving Discounts Among 19 STAFF Respondents



Why are the number of YA Leadership donors changing at STAFF schools?

- Increases in YA Leadership Gifts were Attributed to:
 - Changes in discount structure
 - Monthly giving option (installment giving)
 - Volunteer engagement
 - Individual attention
 - Greater attention from development staff
 - Targeted marketing
- Decreases in YA Leadership Gifts were Attributed to:
 - Loss of dedicated staff member
 - Less attention to senior gift program



How are STAFF colleges increasing young alumni leadership donors?

Marketing, Soliciting, Stewarding

Marketing YA Leadership Giving

- Detail Young Alumni levels wherever and whenever possible
- Identify leadership donor attendees at alumni events (e.g. stickers/ribbons on nametags for leadership-level donors)
- Provide information online
- Set and publicize goals/challenges/competitions
- Make your society something YA volunteers and donors can easily talk about with their classmates.

Soliciting YA Leadership Gifts

- **Mass YA Leadership Giving Solicitations (The Three M's!)**
 - Mail Solicitations
 - Monthly Giving/Reoccurring Giving
 - Multiyear Pledge Campaign (can tie into reunion as well)
- **Personal YA Leadership Giving Solicitations**
 - Class Agents and Reunion Gift Committee Members
 - Special volunteers
 - Staff Members
 - Events

Examples

BARNARD

THE LIBERAL ARTS COLLEGE
FOR WOMEN
IN NEW YORK CITY

Class of 2006:

We're trying to reach the highest participation in The Barnard Fund of any Young Alumnae class, and we need your help to ensure our success! Thank you to everyone who has already contributed, your support has helped us reach 10% participation.

The Class of '03 is currently in the lead with 15% participation—our support will help us take the top spot from them!

Your gift, whether \$500 to join The Barnard Fund Society, \$20.06 commemorating our graduation year, or an amount that's meaningful to you, will help provide scholarships for students, faculty with the resources they need, and much more.

You can make your gift online today at giving.barnard.edu/gift.

If you've already made your gift, tell your friends on Facebook or Twitter and help spread the word about the importance of giving back to Barnard.

All the best,
Erin Moore '06
Reunion Gift Chair

Why Solicit at Events?

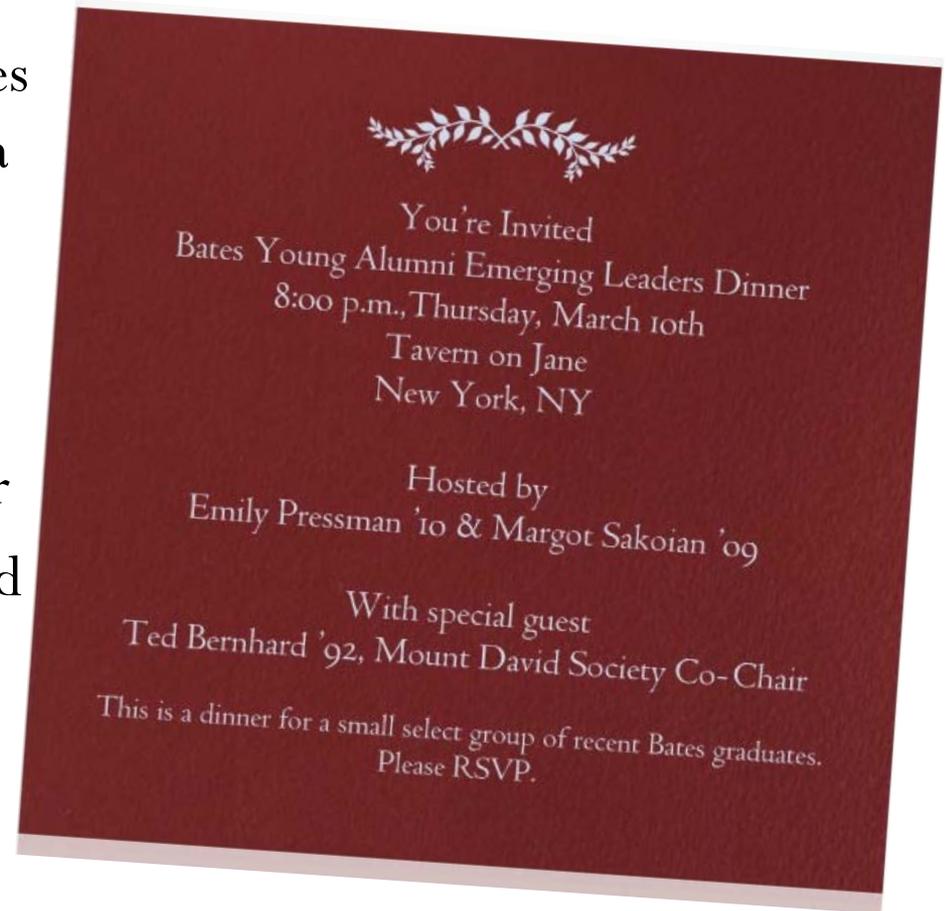
- Getting YA's attention – you have a captive audience
- Kill a few birds with one stone
- Selectivity/Leaders
- Just a little bit of peer pressure!



Example:

Bates Emerging Leaders Dinners

- Hosts - They will help set the list, market the event, and also cultivate the host. We also sometimes have a special guest.
- Location – Private room at a fun, easy access location
- Steward – Provide drinks or dinner
- Solicit – Be direct on the invite, and follow-through
- Follow-up – Thank attendees individually and provide cards



Stewarding YA Leadership Donors

- Personalize! Individual acknowledgements from volunteers and development officers go a long way. The best way to steward any donor is to thank them.
- Recognition events
- Networking opportunities
- Honor Rolls/Donor Lists
- Young alumni take ownership in their giving—tell them how their gift is being put to use, be as specific as possible.

Questions and Discussion



Contact Information

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