



# 1990's Alumni

Getting a handle on a difficult decade  
of donors

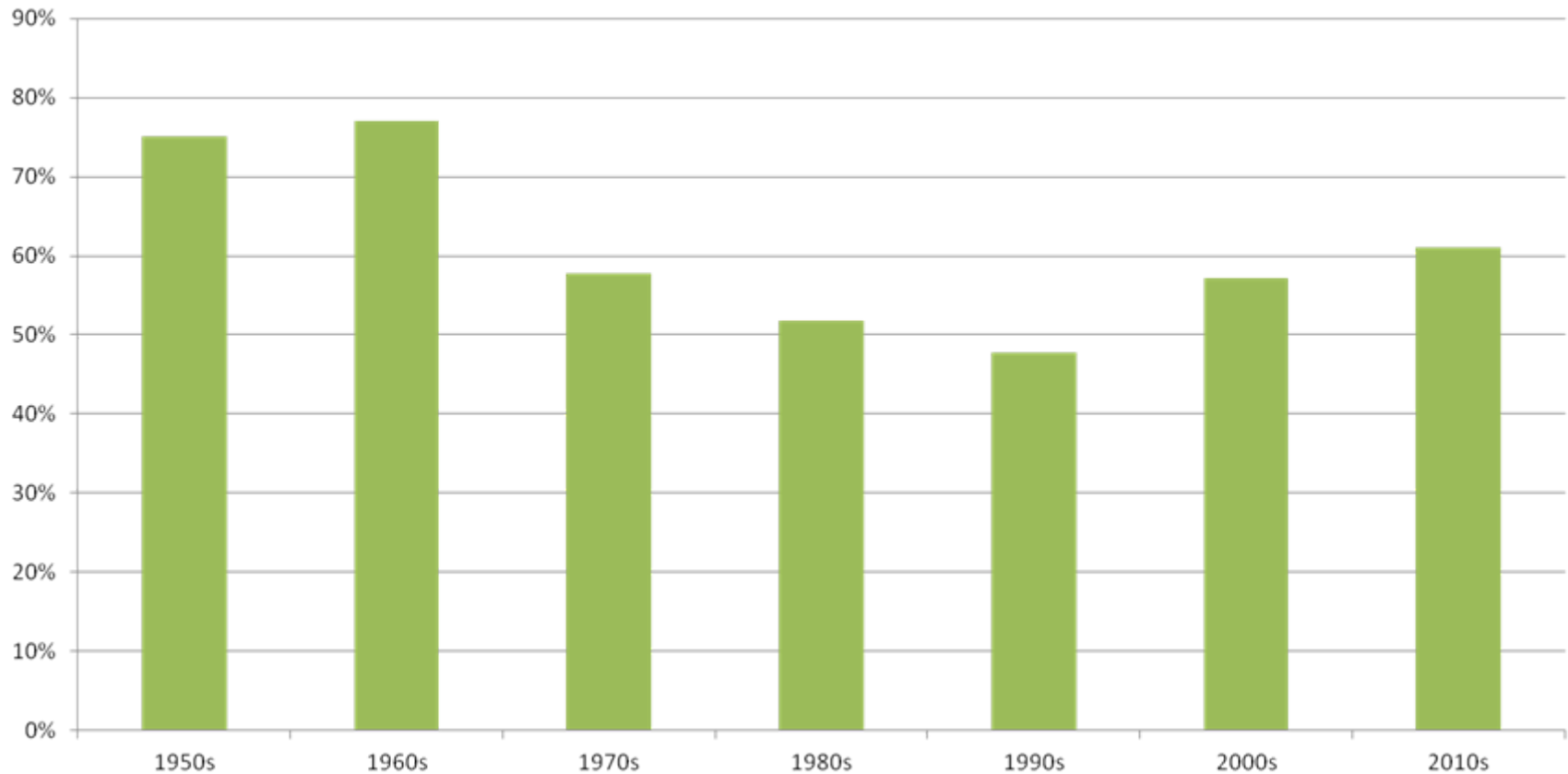
Brannon J. Fisher  
Director of Annual Giving  
Bowdoin College





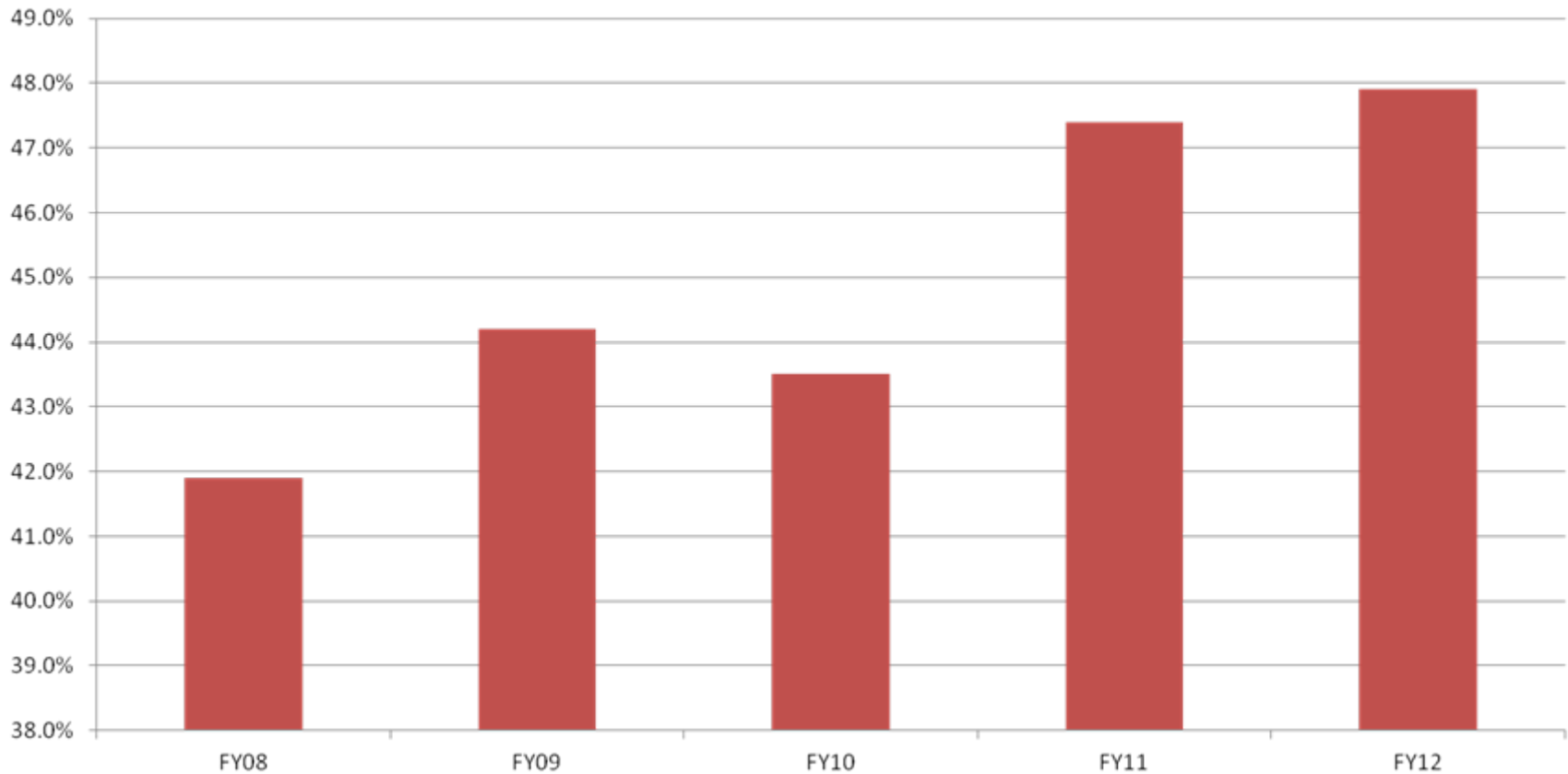
# Bowdoin hasn't solved the problem...

Alumni Participation by Decade (2011-2012)



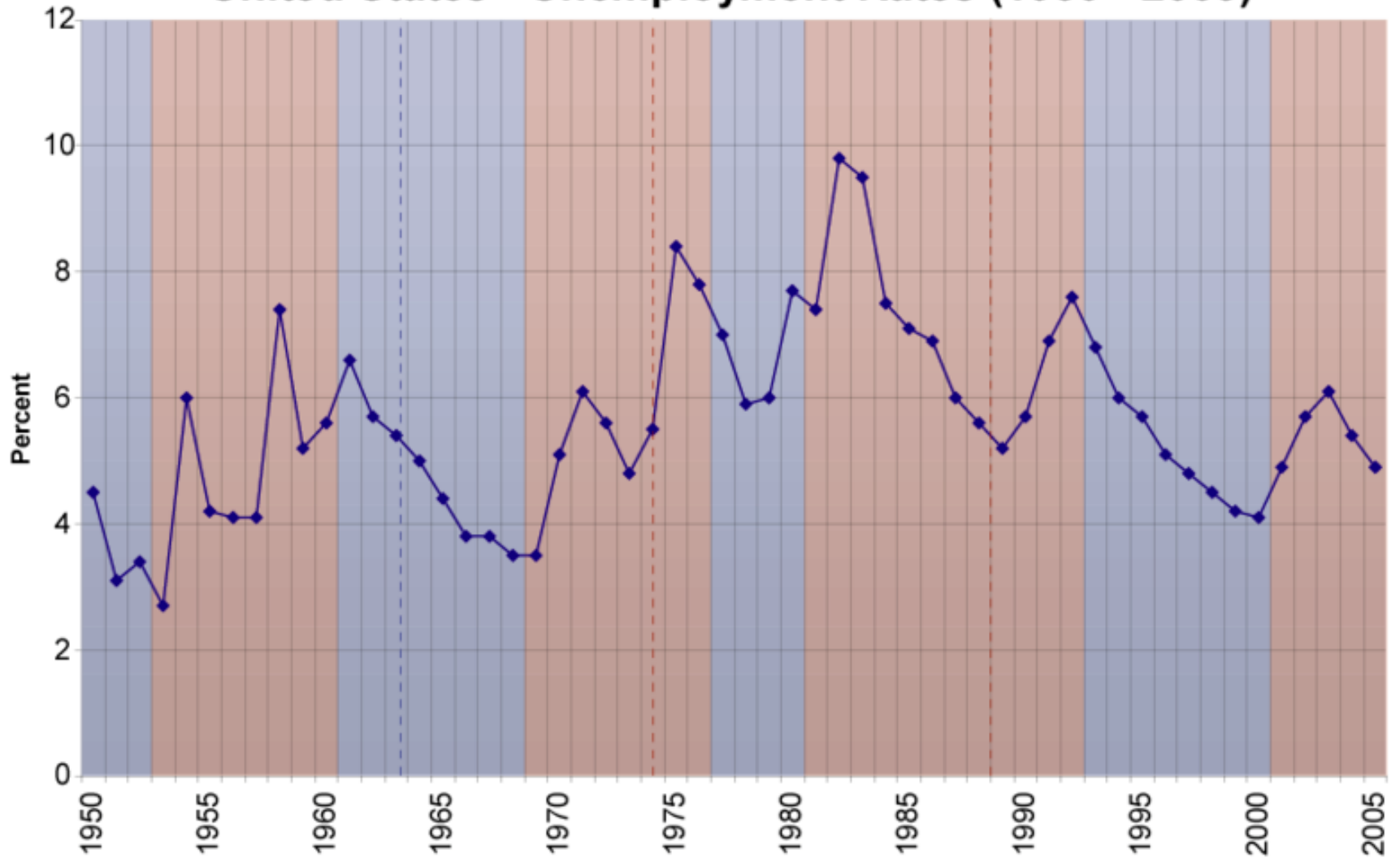
... but we're getting better.

'90's Participation FY08-FY12



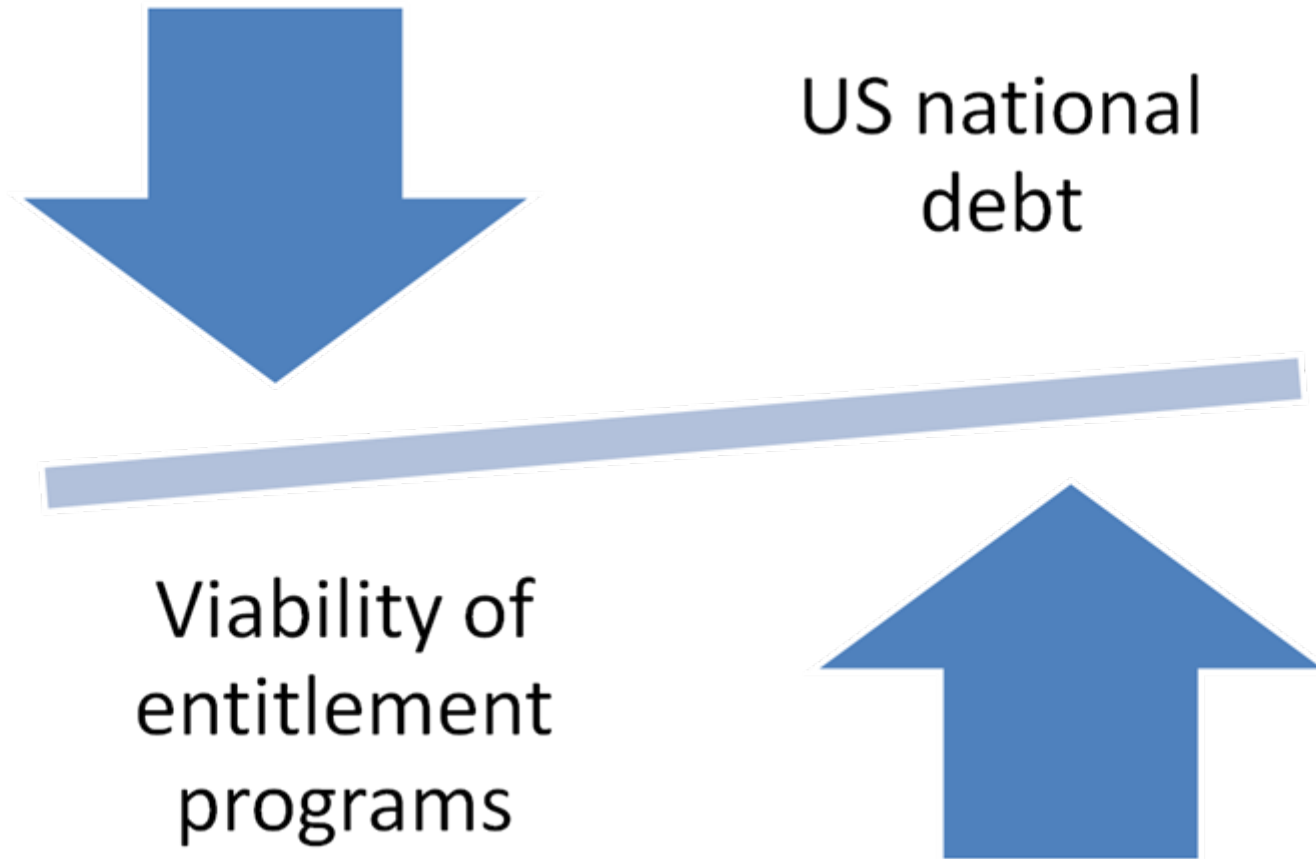


# United States - Unemployment Rates (1950 - 2005)





# Attitude Toward Philanthropy





# The Student Loan Factor





# The Busy-ness Factor





# The Mobility Factor









# Institutional Climate **During the 1990's**

- Student Life
- Career Services
- Student Philanthropy





# Institutional Climate **Today**

- Student Life
- Career Services
- Student Philanthropy





# Bowdoin's Strategies

- Presidential focus
- LGO focus
- AGO focus
- More '90's era Trustees





# Bowdoin's Initiatives

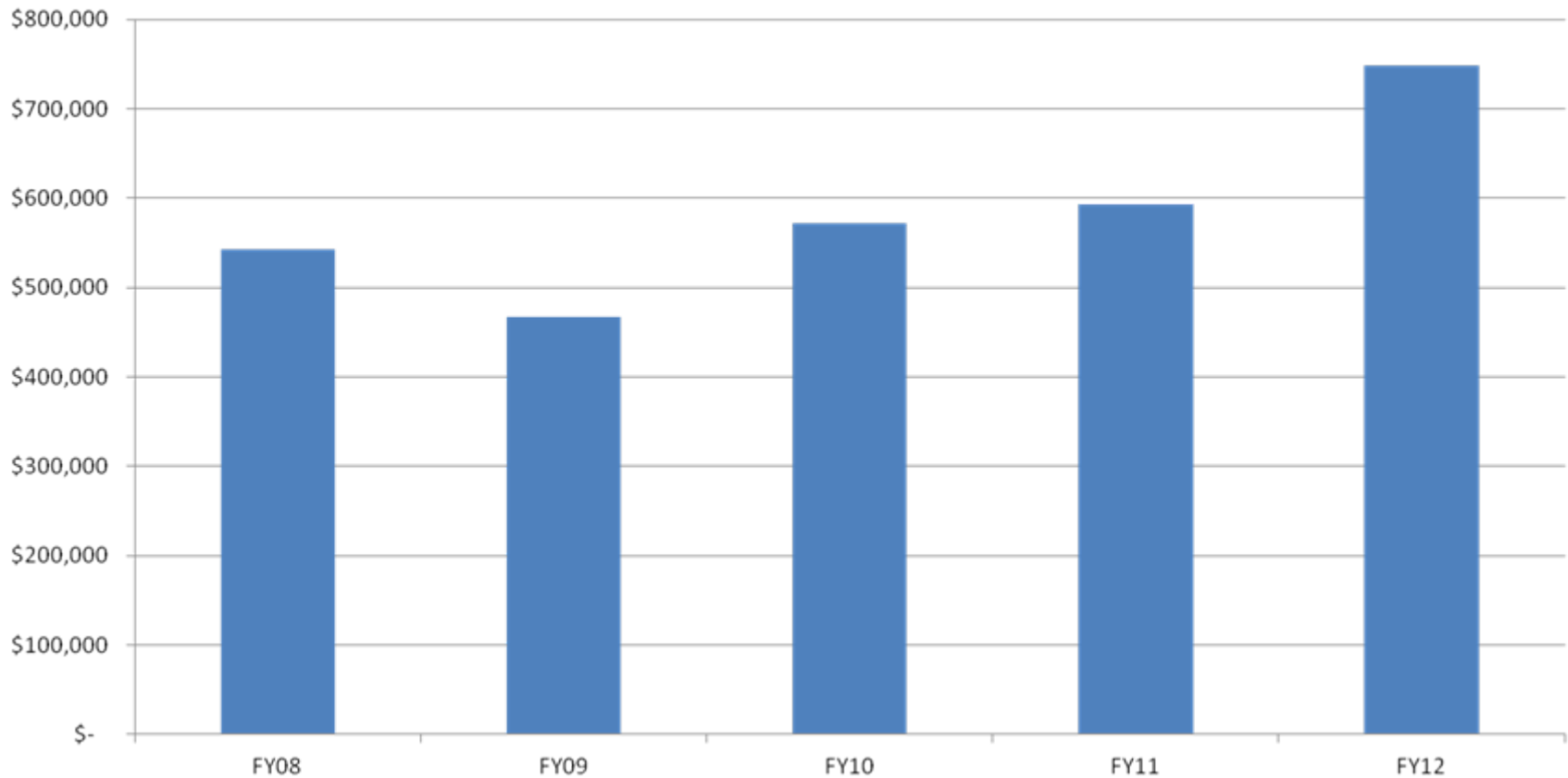
- BAC (2009-2010); BABC (2012→)
- Bowdoin Revisited (est. 2011)
- PVC
- 25<sup>th</sup> Reunion Program
- Hyde Scholarships
- Sundial Circle





# Bowdoin's Results

Annual Giving from '90's Classes (FY08-FY12)





# Thoughts for the Future

- Trends in AG
- Trends in Gen X Philanthropy
- Ramifications of Success/Failure for our Institutions

