



PRESENTATION HANDOUT



# Bridging the Gap between Enrollment and Fundraising

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Sarah Myksin; *Vice President and Senior Consultant, RNL*

# Your Presenters



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*Senior Vice President, RNL*



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*Vice President and Senior  
Consultant, RNL*

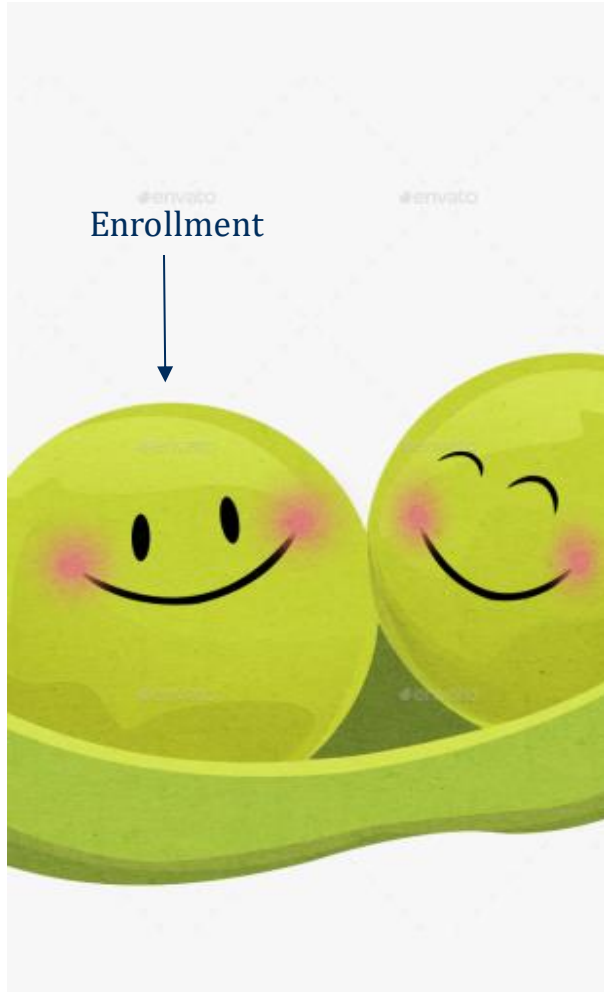
# Bridging the Gap

1. Commonalities between Enrollment and Advancement Enterprises
2. Keys to Collaboration
3. Trends to Watch
4. Tactical Recommendations

# More in Common Than You Think!



# Two Peas in a Pod



- Revenue Generators
- External Communicators
- Brand Ambassadors
- Storytellers
- Digital/social Content Creators
- Community Engagers

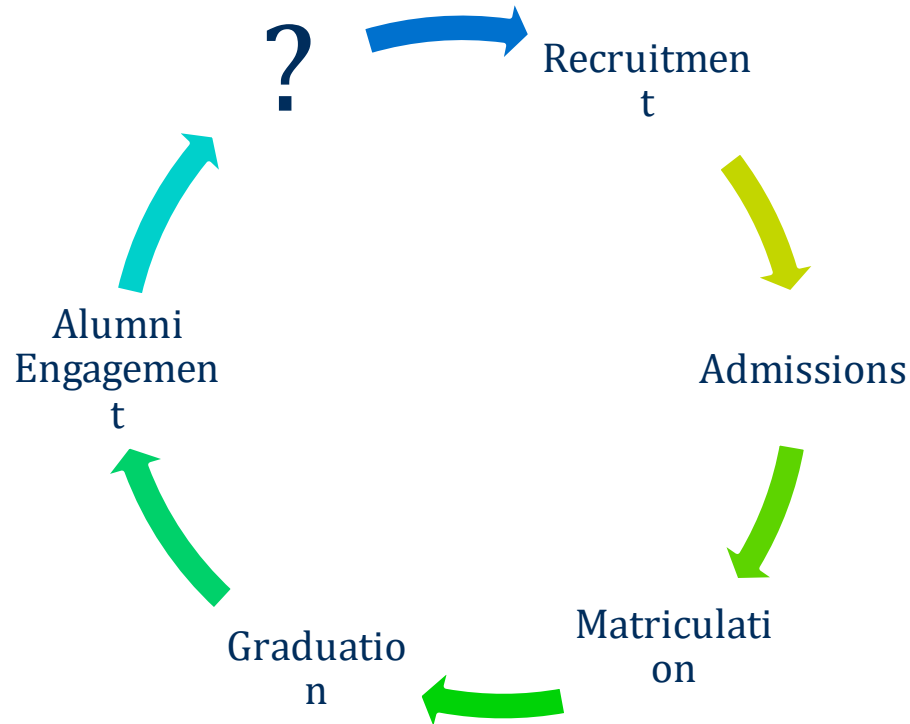
Advancement

# Similar challenges



# Student/Alumni Lifecycle

*Part of the same continuum*





# What Happens After Graduation?

*How to leverage your biggest fans*



# Collaboration is Rare

- Duplicative Tools and Services
- Inconsistent storytelling, messaging
- No connection between trends/performance
- Overlapping work



A blue-tinted photograph of a university courtyard. In the foreground, there are several large, ornate stone arches supported by columns. In the background, a large, multi-story building with a central dome and a spire is visible. The scene is framed by the arches, and there are trees and a lawn in the courtyard. The overall atmosphere is serene and academic.

Why Work Together?

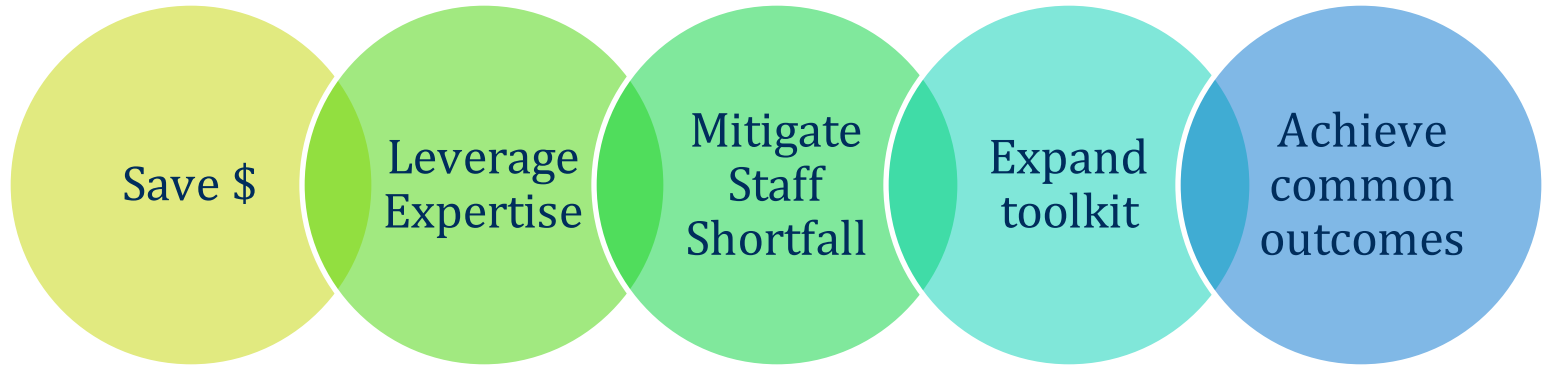
# What do we get out of this deal?

## *Advancement*

- Satisfied/successful students are 4x more likely to become donors after graduation
- Current students = story tellers and ambassadors for alumni giving
- Engaging students before they graduate greatly increases awareness and lifelong giving potential
- Parents/families are a strong *current* source of philanthropic revenue

## *Enrollment*

- Alumni = army of brand ambassadors, recruitment volunteers and free advertising
- Alumni = career network, internship opportunities, mentors for current students
- Fundraisers are on the road, telling university story
- Alumni giving directly impacts US News and World Report rankings





A blue-tinted photograph of a university courtyard. In the foreground, there are several stone arches supported by columns. In the background, a large, domed building is visible, surrounded by trees and a lawn. The overall scene is a classic university campus setting.

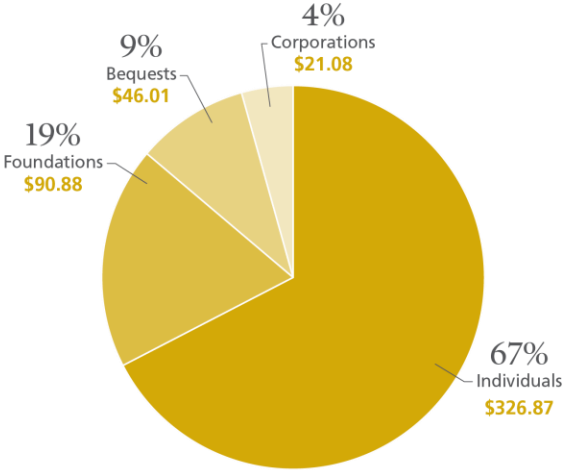
# Advancement Trends to Watch

# From Giving USA



## 2021 contributions: \$484.85 billion by source of contributions

(in billions for dollars – all figures are rounded)



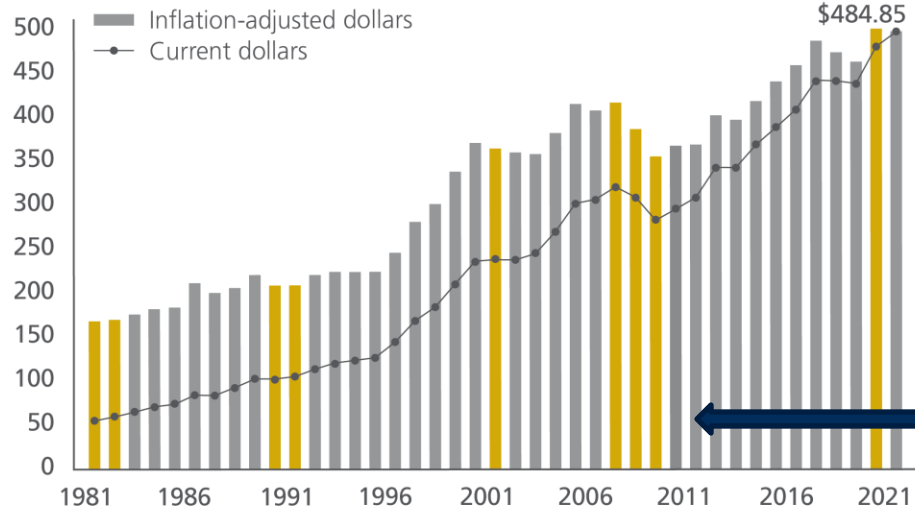
Increase:  
**+4.0%**  
After inflation:  
**-.7%**

# From Giving USA



## Total giving, 1981-2021

(in billions of dollars)

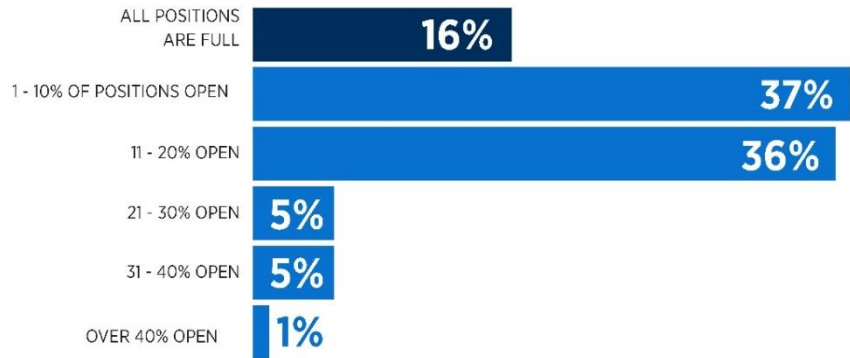


*Recession years in yellow*



# From ALS 2022: Talent is an issue

Percentage of current open advancement positions fundraisers are seeking to fill



*Download the Report:*  
[RNL.com/ALS2022](https://RNL.com/ALS2022)

# From ALS 2022



## Turnover and hiring

(Comments from respondents)

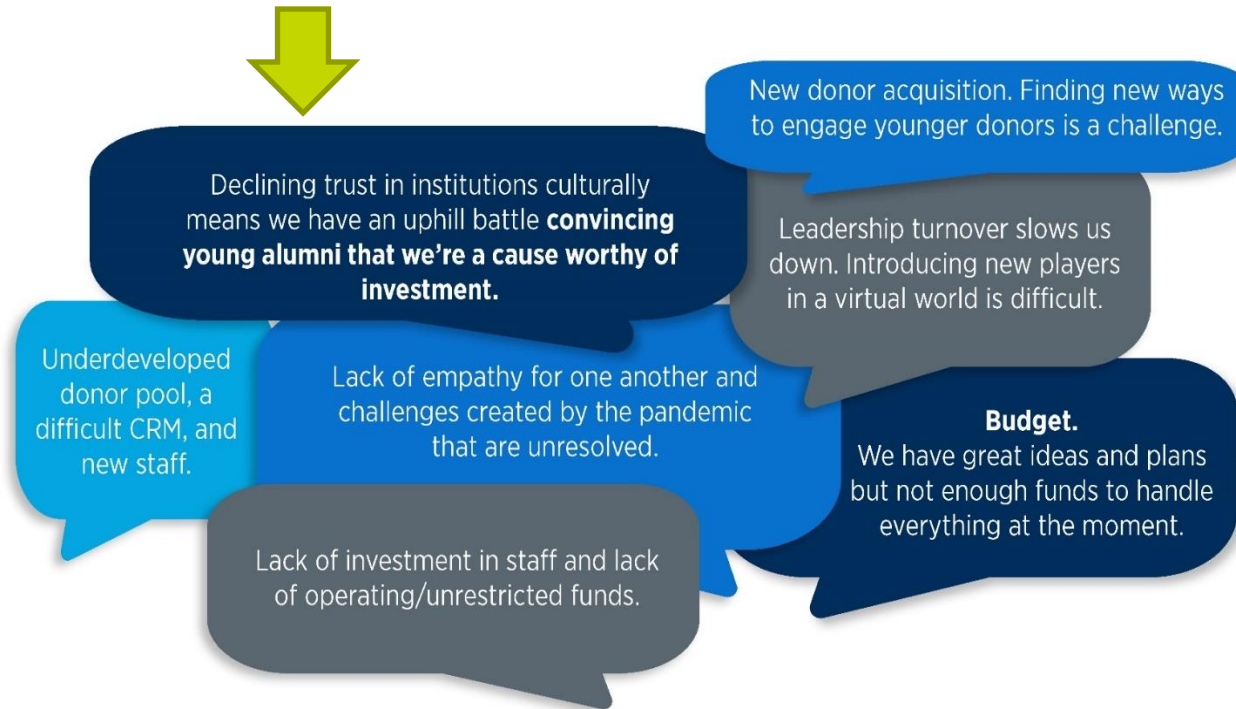
**Budgetary constraints** have slowed down our hiring process such that we can't keep pace with the market.

There is a severe misunderstanding of what those in advancement do that I believe starts as students.

There's a lack of investment in infrastructure and understaffing for behind-the-scenes operational work. This creates an overworked team in lower salary positions and front-line fundraisers who do not receive the data/resources they want.

I think **people are just burned out.**

# What are your biggest challenges?



# Many Compounding Factors

## 1 Competing messages are crowding yours out

Your Alumni Receive ...

500+ marketing messages per day

100+ electronic communications per day

20+ solicitations from charities per year

## 3 General skepticism

In general, greater scrutiny and skepticism of institutions and organizations.



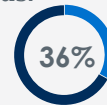
## 2 Donor behavior & expectations have evolved

Less acceptance of a one size fits all approach, forcing the need for micro-segments and multi-channel engagement



## 4 Trouble reaching donors

Alumni are harder to stay in contact with; more mobile, moving frequently and staying in jobs for shorter periods.



of contact data decays per year

# What do you believe holds the biggest promise?

Advances in new technology and flexibility have equipped us with tools to make our work more engaging, and we've just started to scratch the surface of their potential.

A solid team. Trying new technology and embracing new ideas along with student philanthropy initiatives on campus.

**Personal connections.** The phonathon program has boomed this last year, and I believe it's in part people's desire to once again connect with those around them. So many people lacked human interaction or so long that even a call from a student you don't know can be the highlight of someone's day.

I believe that truly being able to integrate an omni-channel strategy that is informed by **AI and machine learning** would allow for new growth in my program.

Leveraging learnings from the pandemic (virtual tools, etc.) to complement more traditional approaches to increase efficiency and reach new audiences.

Showing donors what their investment can accomplish so they know they are making a difference in the lives of our students.

# Philanthropic Activity

*Young Alumni are Philanthropic!*



**Volunteer**



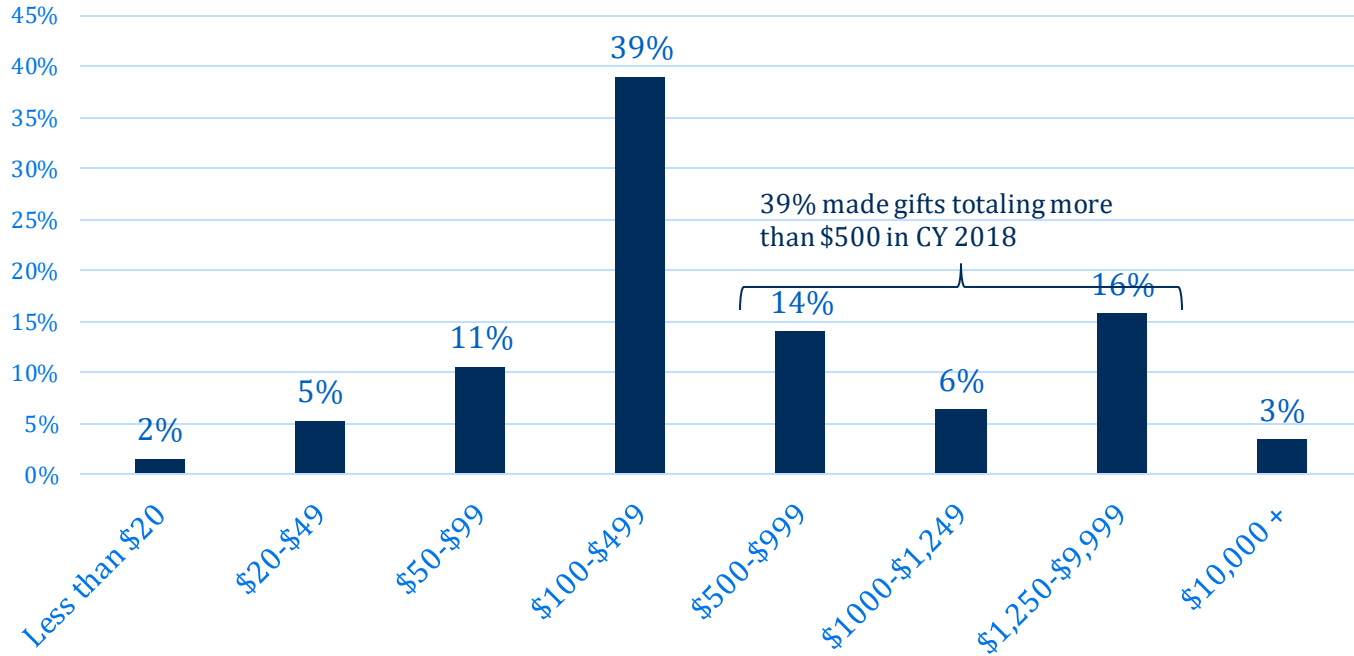
**Donate**



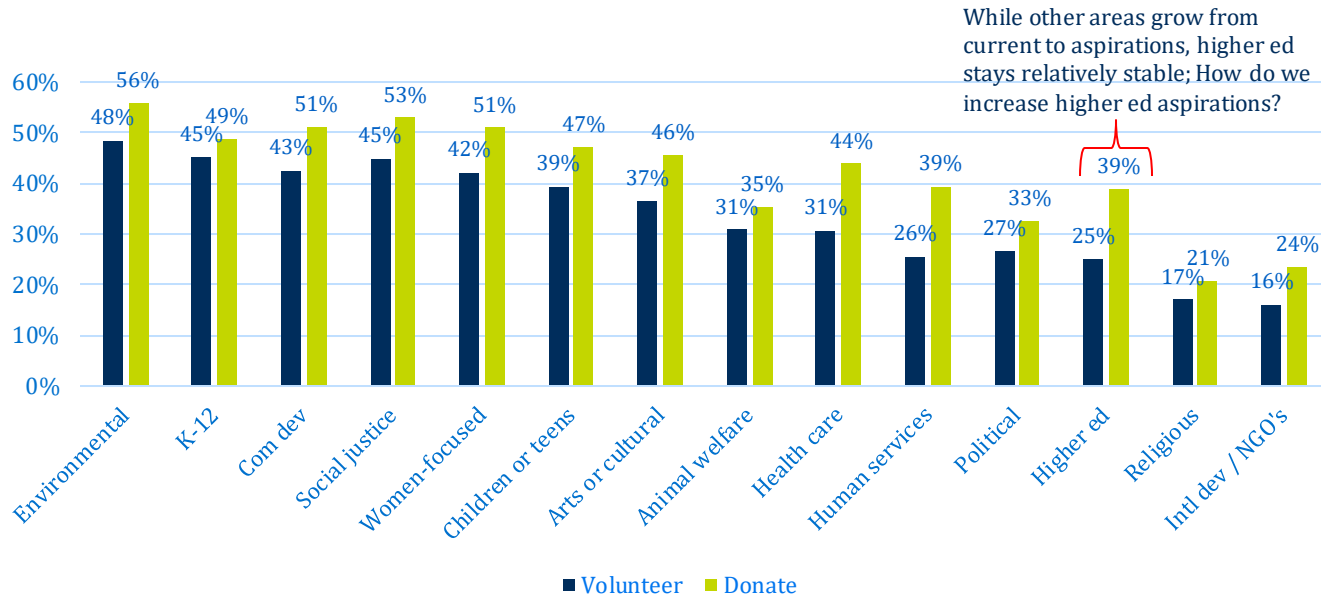
**Neither**

# Overall Donations in 2018

*Do not discount capacity*



# If you had the resources, which types of orgs would you like to support?

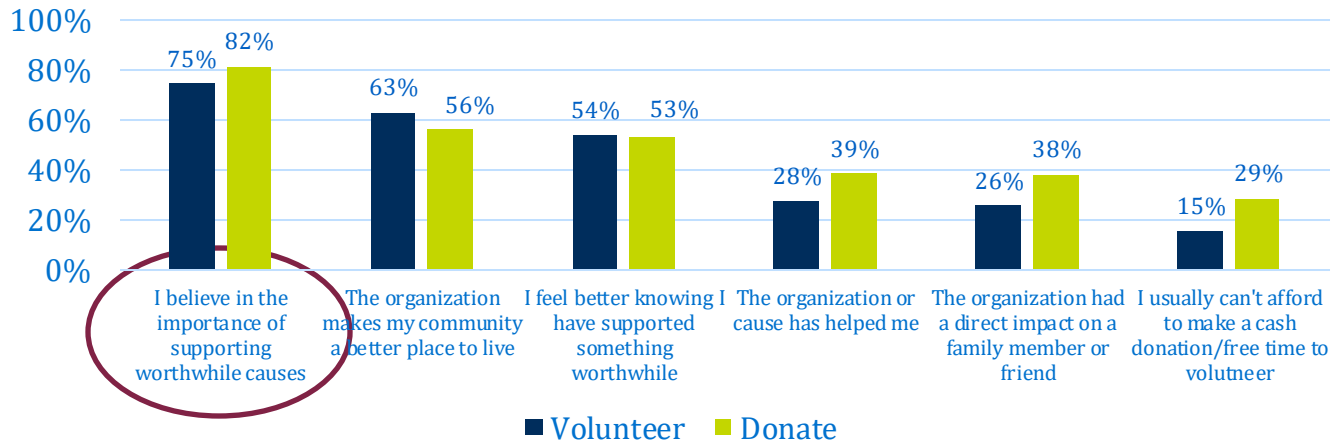




# Motivations

## *Supporting causes and community driven*

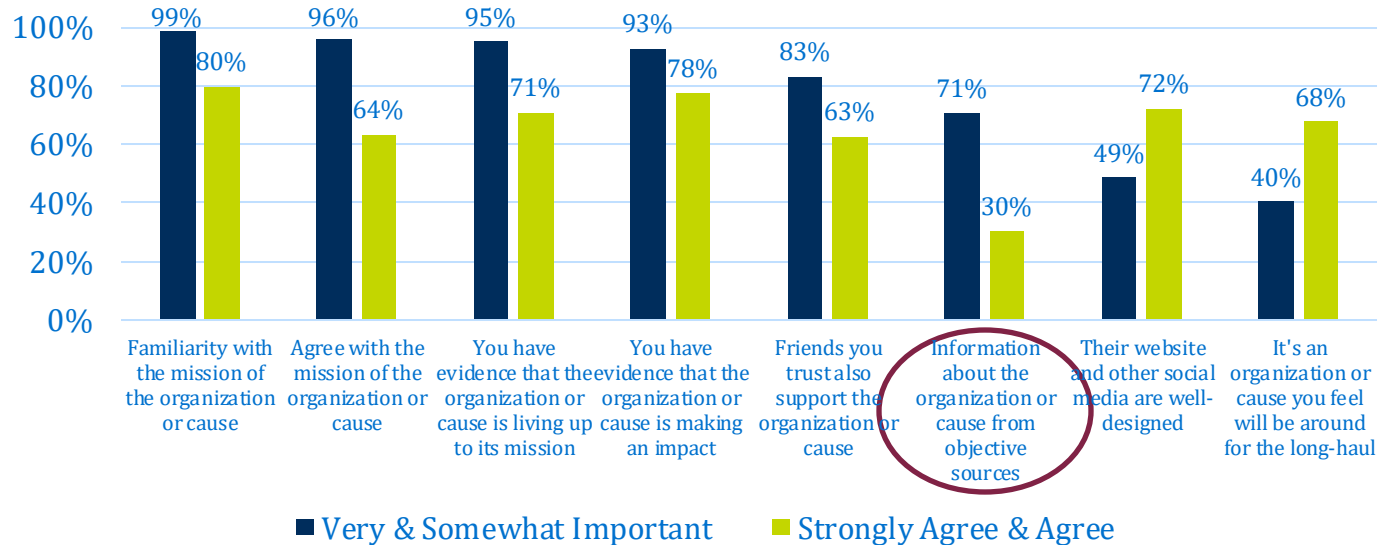
What motivates you to volunteer/donate in support of an organization or cause? Select all that apply



# Young alumni are mission & impact driven

How important are the following when deciding whether to support an organization?  
and

Please indicate your level of agreement with the following statements about [Institution]



# Young Alumni Institutional Apathy

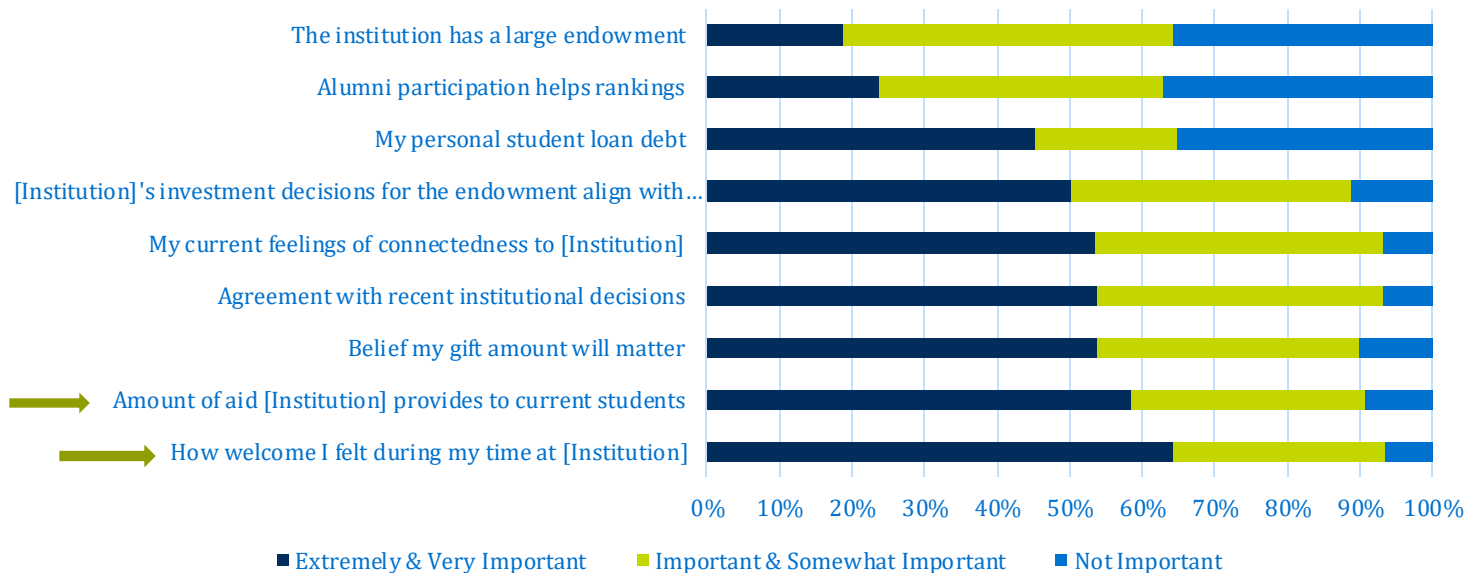
- 1 in 10 young alumni 'strongly agree' that their contribution to their alma mater makes a difference
- Less than 1/3 either strongly agree or agree that their contribution makes a difference



# Factors in Giving

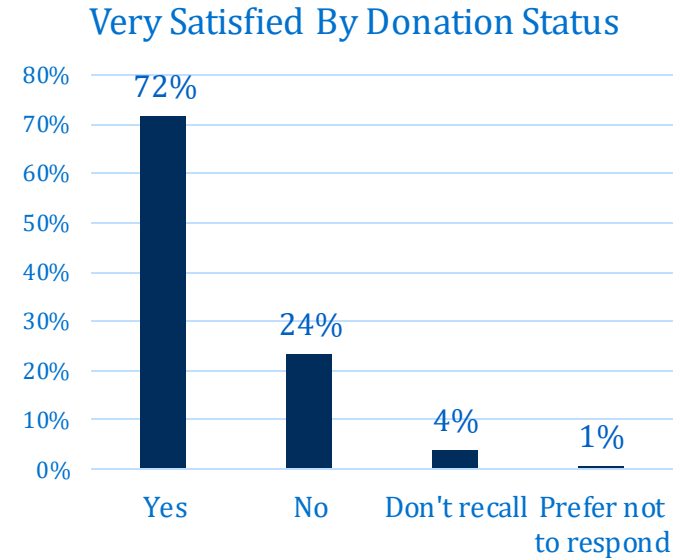
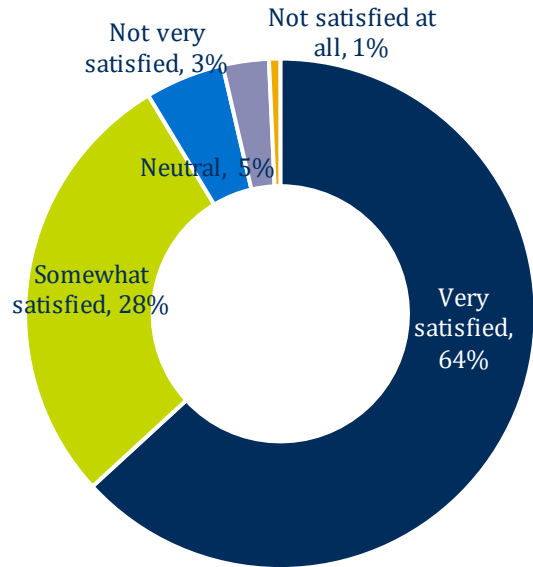
## *Feelings of welcome, connection, and impact*

Please indicate the importance of each when deciding whether or not to donate to [Institution]:



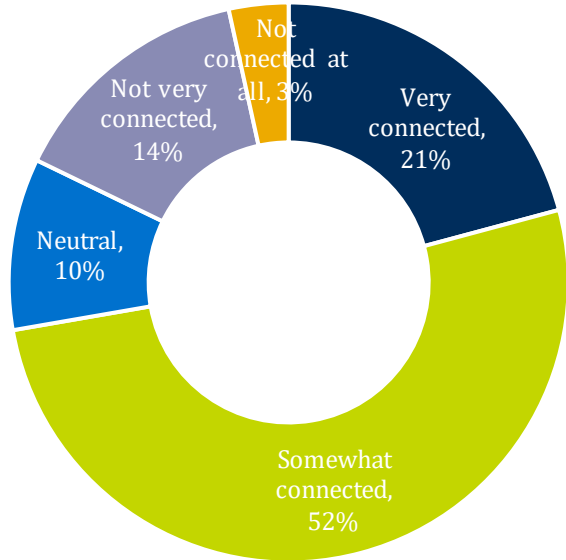
# Satisfaction and Giving

*Rate your overall satisfaction with your experience as a student at [Institution]*

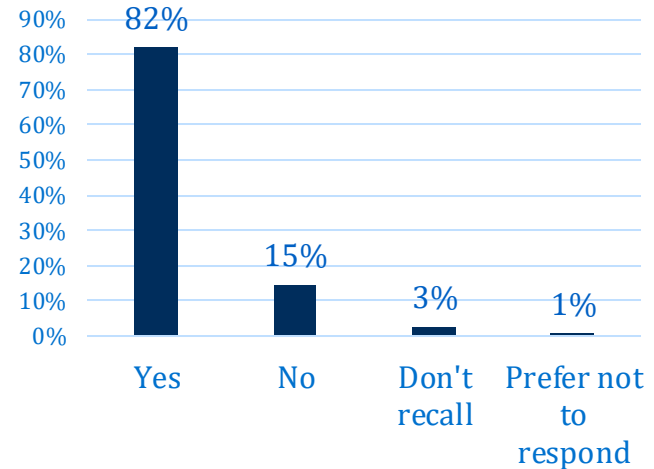


# Connectedness and Giving

*Rate how connected you feel to [Institution]*

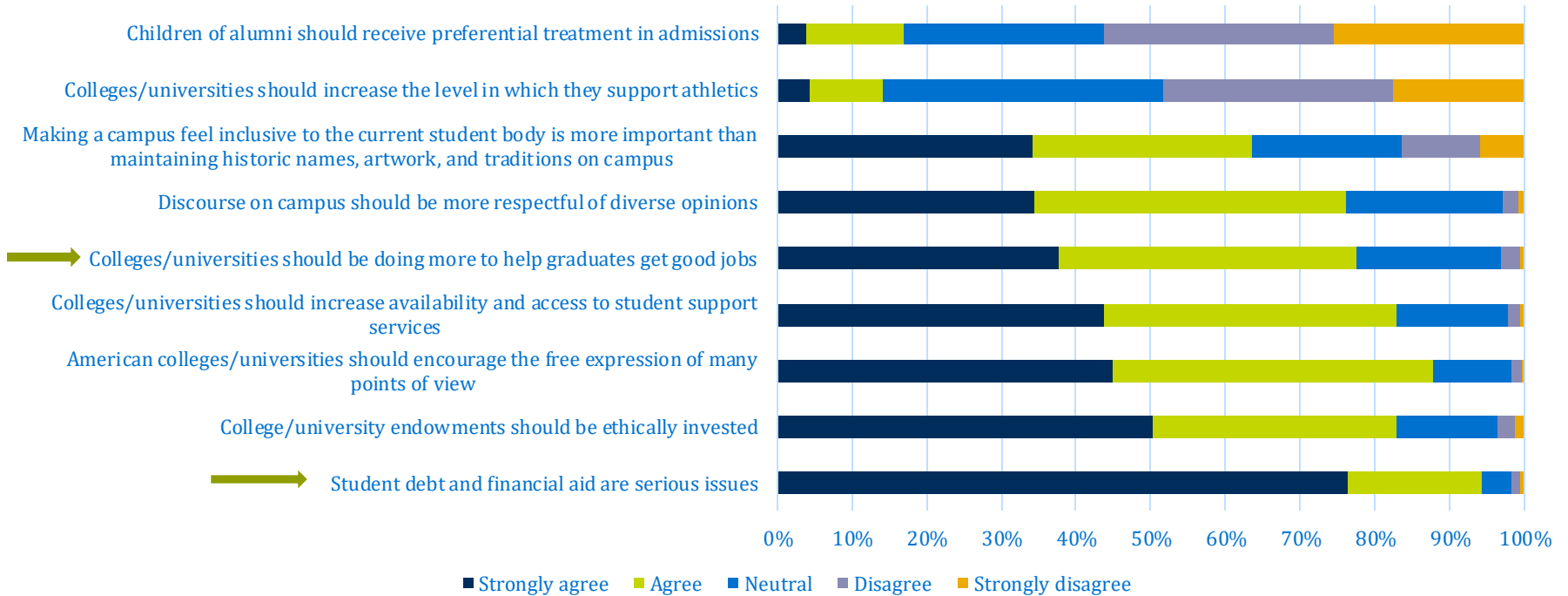


### Very Connected By Donation Status



# Student debt is of concern

Please indicate your level of agreement or disagreement with each statement.



The image is a blue-tinted photograph of a university courtyard. In the foreground, there are several large, ornate stone arches supported by columns. The courtyard is paved and has some greenery, including a large tree on the right and a fountain area. In the background, a large, domed building with a central spire is visible, surrounded by other trees and a few people walking. The overall scene is a typical university campus setting.

# Tactical Recommendations



# Action Items

1. Reduce duplicative spend and effort
2. Share resources and insights
3. Think about your work as part of a single continuum – from prospective student to alumnus
4. Make student satisfaction a central KPI for all university activities



NOW THAT WE'VE INVESTED IN THIS MARKETING TECH STACK, WHAT'S THE ROI?

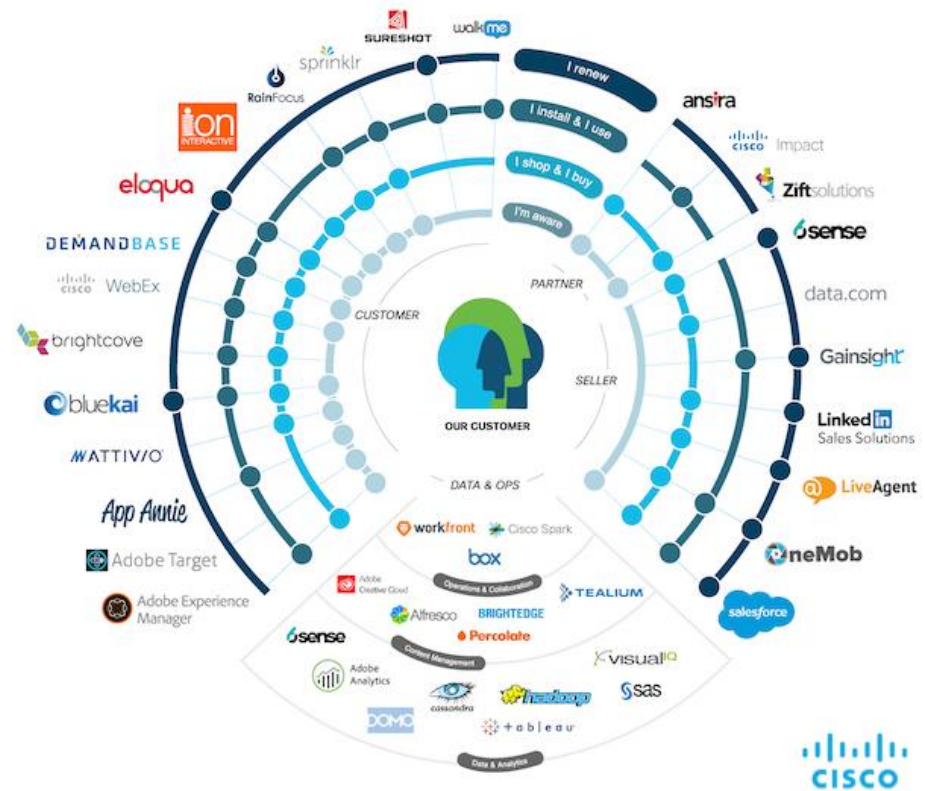
THAT'S A GOOD QUESTION FOR A NEW ANALYTICS TOOL WE SHOULD BUY.

YES, AND A NEW LAYER FOR DATA VISUALIZATION.

TOM FISH BURNE

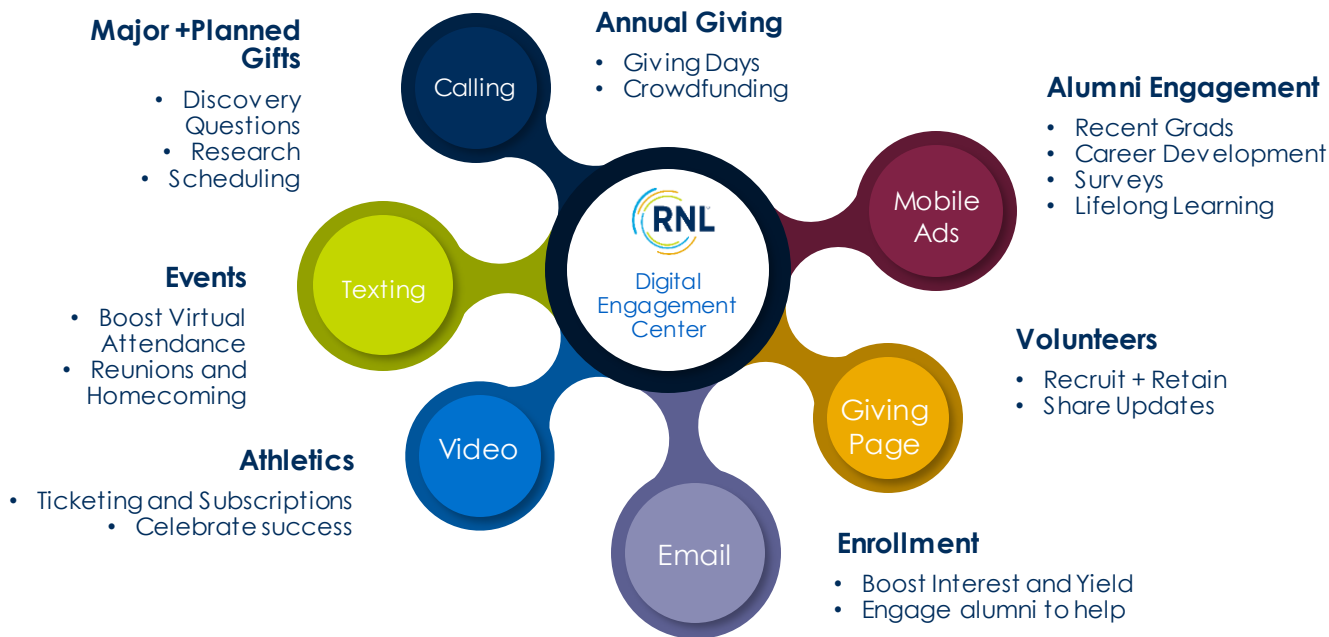
# Reducing Duplication

- Texting platforms
- Email communication tools
- Databases/CRMs
- Digital advertising agencies/budgets
- Personalized video tools
- Marketing automation platforms
- Student ambassadors/outreach centers



# Sharing Resources

## Digital Engagement Center



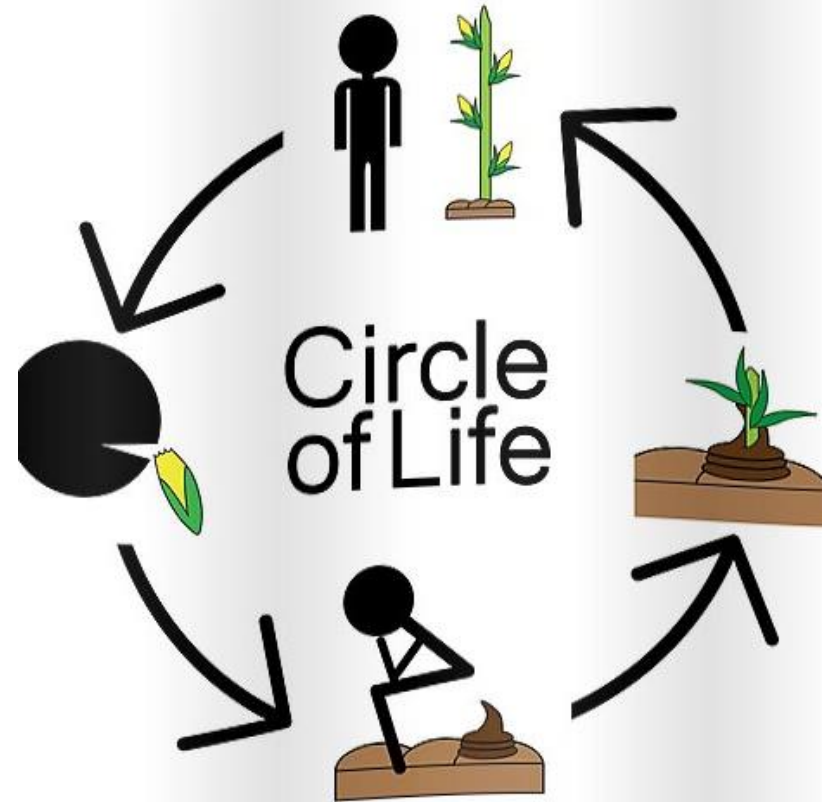
# Sharing Results and Trend Data

- Student satisfaction scores can be predictor for future alumni giving
- Alumni engagement scores can impact your recruiting power/perception in the marketplace
- Alumni participation in giving impacts rankings in USNWR



# Goal of Satisfied Students

- Students will be connected to your institutions forever
- Satisfaction during campus life is key to all future success!
- How can we all be a part of this effort?



# Thank you!

*Please connect with us on LinkedIn or reach out via email.*

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