

# The Vocal Ghost

*“You can have my opinion, but I’m not very interested in giving”*



**6% of  
alumni**

**13% of  
non-donors**

**Giving History:** Non-Donor (ever)

**Age:** 25-39

**Distance from Campus:** 51+ miles, most are 500+

**Wealth:** Unknown or low

**Volunteer:** Never or once

**Most likely to respond to survey.**

Some were verbose in their responses.

This alumnus clearly cares, but has not made the connection to volunteer or give. They are either not providing much information to the college or the college has not actively sought it. We have valid contact information and can reach this alumnus.

**RECOMMENDATION:** Non-donor journey, soliciting opinions and expertise.

*Use survey data and response data over time to personalize communications and select at the time this alumnus seems ready with targeted appeals.*

*“Economic Ghost” means that no wealth profile or substantial income information was found in the data.*

# Falling Stars

*“I give every year, except when I don’t”*



4% of  
alumni

11% of  
donors

**Giving History:** Total giving exceeds \$100.

Lapsed or Current Non-Consistent

**Age:** 30-39

**Distance from Campus:** >100m

**Wealth:** Likely to be available and Average+

**In the top 30% of response characters for open-ended survey questions**

This alumnus has given an above average amount in previous years compared to others in the cohort. However, they have lapsed at least a few times, in some cases after 3+ years of giving. This alumnus is also very willing to share opinions.

**RECOMMENDATION:** Market consistency society, focusing on elite status (less on benefits) and joining a “special” group.

*Use survey data and response data over time to personalize communications, and select at the time this alumnus seems ready with targeted appeals.*  
*Use survey data and response data over time to personalize communications.*