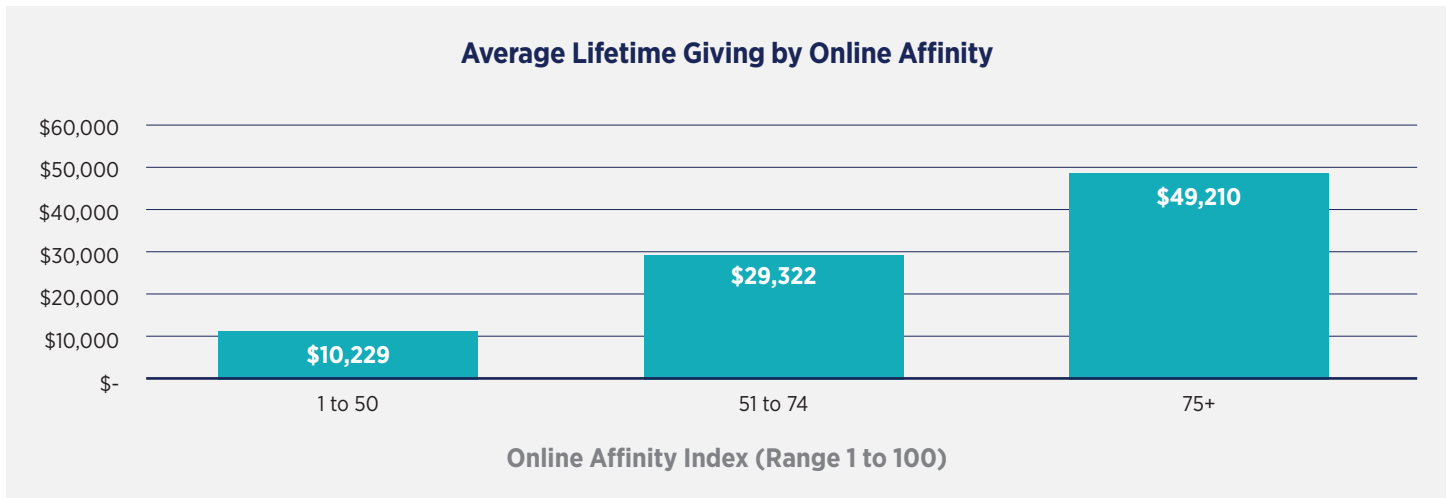


The Value of Alumni Relationships



Average Gift and Alumni Engagement



We now know alumni engaged online are 300% to 700% more likely to give. But, to get a real understanding of the value of online relationships, the following question must be answered: Are they likely to give more?

In short, yes.

The Process:

By identifying and monitoring alumni checking sports scores online, registering for alumni chapter events, reading articles in the online newsletter, visiting the planned giving website or any of the myriad of alumni engagement points online, Capture Higher Ed is uniquely able to match giving history to alumni behaviors across an institution's entire web presence.

The Results:

Aggregating the last six months of behavioral data from across Capture's advancement division provides the first glimpse into how alumni engagement translates into actual philanthropy.

“The average gift is almost 10% higher if an alum is engaged online.”

In addition to the exciting increase in lifetime giving charted above, the average gift to the current campaign — whether made online, over the phone, in the mail or from a major gift donor — is almost 10% higher if an alum is engaged online (\$1,080 average gift of all online visitors vs. \$973 overall).

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What's Behind the Data?

To get the full picture, the mean, median and mode are provided below for all alumni who were identified online and made a gift to the current campaign:

Mean:
\$1,080

Median:
\$100

Mode:
\$100

If the most common gift is \$100, then why is the average gift \$1,080? Simply put, high capacity donors have a relationship with the institution online. Over 60% of all alumni identified online meet leadership or major gift criteria as defined by the institution. These gifts skew the average gift higher (\$1,080) than the most common gift (\$100).

The Opportunity:

Half of alumni identified online have not given to the current campaign. However, previous analysis shows they are 4x more likely to give. We now know they are more likely to give at higher amounts — not just online — but across all solicitation channels. Strategies to identify and engage alumni with online relationships create the opportunity to focus resources on nondonors, lapsed and major gift prospects with a higher likelihood of participation and an increased average gift.

Additional Research:

If you would like to know more about the participation metrics referenced, please enjoy our executive summary of [The Value of Alumni Relationships](#). If you want more information about identifying alumni on your site or strategies to develop meaningful relationships with alumni online, please take a few minutes to read an executive summary of [Capture Behavioral Engagement](#).