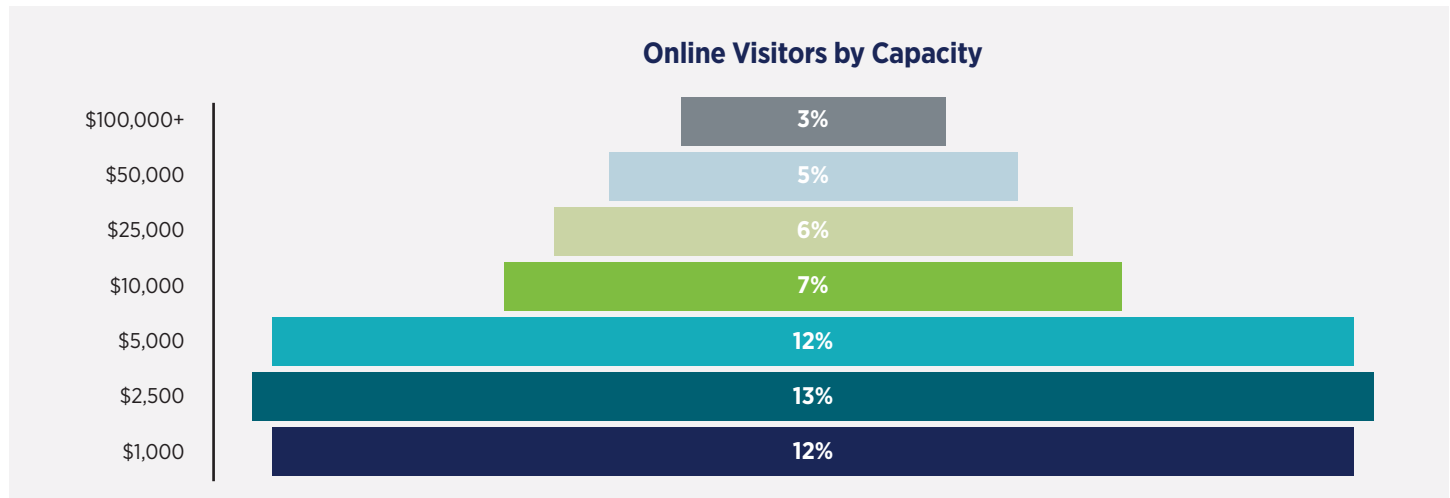


The Value of Alumni Relationships

Engagement and Major Gifts



Advancement 101 says capacity tends to concentrate in older alumni – the type who still value handwritten notes and tell stories of campus before air-conditioning. If capacity skews to older generations that did not grow up in the internet age, do high-capacity alumni choose to engage with an institution online?

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 major gifts.

Major gift and leadership giving levels are unique to institutions. The chart above can be used to customize outcomes but generalizing \$5,000 to \$24,999 as leadership capacity, almost 20% of alumni identified online meet leadership capacity scores. Generalizing a

“Roughly a third of alumni identified online meet leadership and major gift capacity rankings.”

The Value of Alumni Relationships



Average Gift and Alumni Engagement

major gift as \$25,000 or greater, almost 15% of alumni identified online meet major gift capacity rankings. Combining the two shows that roughly a third of alumni identified online meet generally accepted leadership and major gift capacity rankings.

What's Behind the Data?

Demographic trends in the data provide additional insight into these results. Going back to advancement 101 that capacity tends to concentrate in older alumni, more than 50% of alumni identified online graduated before 1985.

Surprised that older alumni are online? So are most institutions. More than half of leadership and major gift prospects — as defined by the institution — that are identified online are relationships not currently being managed.

How active are high capacity prospects? On average, the same leadership and major gift prospects defined by the institution visited 17 times over the last six months — nearly once a week.

The Opportunity:

The chart above may look like a donor pyramid, but it is much more. Behind each bar of the graph are the names, giving histories, affinity scores and individual points of affinity for every identified alumni at each level.

It is the points of affinity and affinity scores that are especially important. Just as young alumni have high affinity but lower capacity, older alumni may have higher capacity but their time away from campus can cause affinity to wane.

Identifying high-capacity alumni passionate about the institution is a priority across every development office. To know wealth is a good start but to know current affinity is the full equation. Do you want to know more about the correlation between online activity and giving behaviors? Be sure to read the first two studies in our “The Value of Alumni Relationships” series: [Engagement and Participation](#) and [Engagement and Average Gift](#).