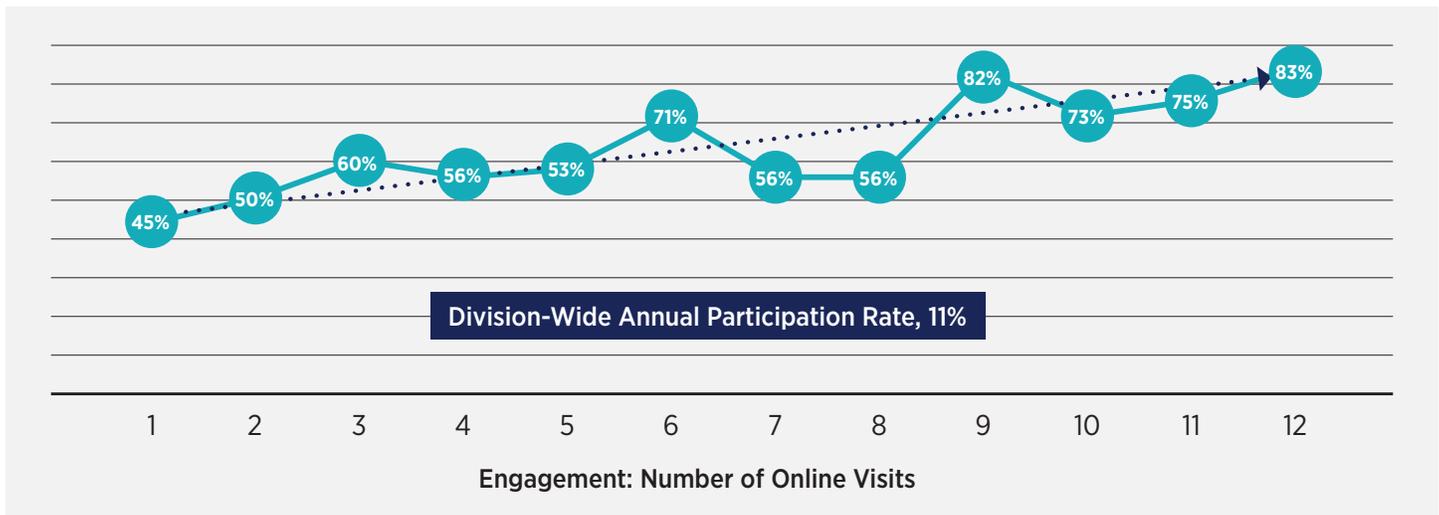


The Value of Alumni Relationships



Participation and Alumni Engagement



In advancement, we have long preached the value of relationships...but how does alumni engagement translate tangibly into dollars and cents?

The Process:

1. A small snippet of code is embedded on an institution's website.
2. A connection is made to the institution's CRM.
3. A small snippet of code is placed in all existing outbound e-communications – E-Newsletters, Athletics Updates, Solicitations, Alumni Event Messaging.
4. As alumni respond to the call to action, the code in the email talks to the code on the website to identify the alumnus.
5. The code on the website tracks the visitor on all subsequent visits.

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.

A single visit online means an alum is 300% more likely to give in the current fiscal year (45% participation with one visit vs. 11% overall participation). As engagement strengthens, alumni returning for a third time are 400% more likely to give in the current fiscal year (60% participation with three visits vs. 11% overall participation). This positive correlation continues as total visits increase.

“A single visit means an alum is 300% more likely to give.”

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What's Behind the Data?

The regression above has an R-squared of .71. If that is unfamiliar, it is a high-level measurement of the grouping of the data and the subsequent trend line. It could be said that the data is aligned well enough that the simple blue trendline, on its own, explains 71% of the variance in alumni behavior — a strong indicator that these results are correlated and are not random.

“Participation increases 300% to 700% depending on the level of alumni engagement.”

Key Take-Aways:

Online alumni engagement has a strong positive correlation to pledge rate. Participation increases 300% to 700% depending on the level of alumni engagement. If knowing is half the battle, the other half of the battle is engaging the 50% of alumni active on the website, who are several times more likely to give but have yet to participate in the current campaign.

This is the first of several studies Capture is conducting on the outcomes associated with identifying and engaging alumni on your website. Stay tuned for more research.