Agenda

- What is the Alumni Engagement Model?
- The Power of Engagement
- Goal Setting
Measuring Engagement versus
The 16-Point Engagement Score Model
The 16-Point Engagement Score Model
Think Triathlon = Focus
More engagement means more giving ... 

... it also means giving more.
Marquette 2.0

ONE POINT

Sign up for MU Connect or utilize Marquette’s social media sites
Three percent more likely to give

- Not Connected: 12%
- Connected to Marquette 2.0: 15%
Work To Succeed

ONE POINT

Employment information on file
Twice as likely to give

- No employment information: 8%
- Information on file: 15%
Stay In Touch

ONE POINT
E-mail address on file
More than twice as likely to give

No E-mail on file

8%

E-mail on file

18%

More than twice as likely to give
Relive The Memories

ONE POINT
Attend a Reunion Weekend
Three times more likely to give

- Did not attend: 11%
- Attended Reunion Weekend: 31%
Serve

ONE POINT
Take a volunteer position
More than three times as likely

No Marquette volunteerism

Volunteered with Marquette

10% vs. 33%
Gather Together

ONE POINT
Attend an Alumni Engagement event
Four times more likely to give

Did not attend an event: 10%

Attended an event: 41%
A Personal Touch

ONE POINT
Meet with a prospect manager
Six times more likely to give

- No meeting: 11%
- Meeting: 61%

Six times more likely to give
Cheer Us On

ONE POINT
Basketball season ticket holder or participate in National Marquette Day
Gave in FY11

No Athletic Affinity Point: 11%
Athletic Affinity Point: 75%
More engagement means more giving ...

... it also means giving more.
$250 Donors
The graph shows the percentage of donors at two different donation amounts: $250 and $1K, over a range from 0 to 8 units on the x-axis. The y-axis represents the percentage of donors.

- The blue line represents donors giving $250, which peaks at around 20% at the 3-unit mark.
- The brown line represents donors giving $1K, which peaks slightly lower than the $250 line, also around 20% at the 3-unit mark.

The diagram illustrates the distribution of donors across different donation amounts.
Goal-setting Process

• Determine goal for each attribute:
  Look at number of unique alumni within each category

• Weight attributes together
  Giving attributes are worth more

• 2.33 goal for 2011 (Exceeded goal of 2.29 in 2010)

• For deeper look, see Stacy
Why 2.33?

Engagement Scores

Engagement Scores
Alumni Model Takeaways

• Power of Engagement: 
  *Engaged alumni give and give more*

• Think Triathlon: 
  *Focus on what you can change*
QUANTIFYING THE VALUE OF ENGAGEMENT

National Board of Directors
January 2012
Engagement Score of 10+

- $25,000: 79%
- $2,500: 78%
- $1,000: 68%
- $250: 60%
Participation
Participation