What is development without alumni engagement? What is alumni engagement without development?

During this presentation, we will discuss the importance of trust, relationships, and collaboration within your advancement teams and among your donors and alumni.
What is Advancement?

Areas of Advancement

Communications

Advancement Services

Alumni Relations

Development
Our Advancement Team

Eden Bennett – Director of Advancement
Janzell Tutor – Director of Alumni Relations
Rebecca Walsh – Associate Director of Communications and Public Relations
Mary Neville – Administrative Assistant

Making Development Gold.
In the past, **alumni relations** tended to be treated as a **stand-alone activity** **divorced** from **fundraising** and other **advancement activities**.

**QUESTION:**

How important is alumni relations to your overall development fundraising efforts?

Discuss areas surrounding alumni boards, events, annual giving, collaboration between your institution and your department, etc.
Let’s Discuss

**QUESTION:**

How important is alumni relations to your overall development fundraising efforts?

Discuss areas surrounding alumni boards, events, annual giving, collaboration between your institution and your department, etc.
Alumni relations is an important part of an institution's advancement activities.

Source: CASE Fundraising Fundamentals, Section 1.2

Loyal Supporters
Fundraising Prospects
Invaluable Marketing
Student Support and Mentoring
Alumni Skill and Experience
Engage in their Professional Lives
International Ambassadors

Source: CASE Fundraising Fundamentals, Section 1.2
Creating a life-long relationship is far more important than generating short-term revenue.

Source: Alumni Access, Toyn 2017

Yes, Alumni Relations is important.
Advancing Advancement
Trust
Relationships
Collaboration
Relationships

Collaboration
Areas of Advancement

Communications

Advancement Services

Alumni Relations

Development

Nursing is the most trusted profession. We need to be just as trustworthy.

Source: Gallup Poll 2017
Citations:

