

Katherine Harvey Fellows 2015-16

Alumni Networks Focus Group

The Alumni Toolbox

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Activity



Why an Alumni Network?

- Return on investment
- Expanding reach
- Building brand ambassadors
- Promote your cause
- Lifelong connections
- Cultivating community

**WHAT
MATTERS
TO ME**

...and why

ALUMNI SERIES

**VALUES
BELIEFS
MOTIVATIONS**

Success is not guaranteed

- Dedicate a person to work exclusively on this task for a consistent chunk of time each week
- Get the alumni community excited and included in the process
- Survey the alumni community
- Establish a 1 year communication & event plan
- Start keeping track of the metrics early
- Make it fun & educational - for everyone involved!



Marketing to an Alumni Network



Why online marketing?

How to go about it?

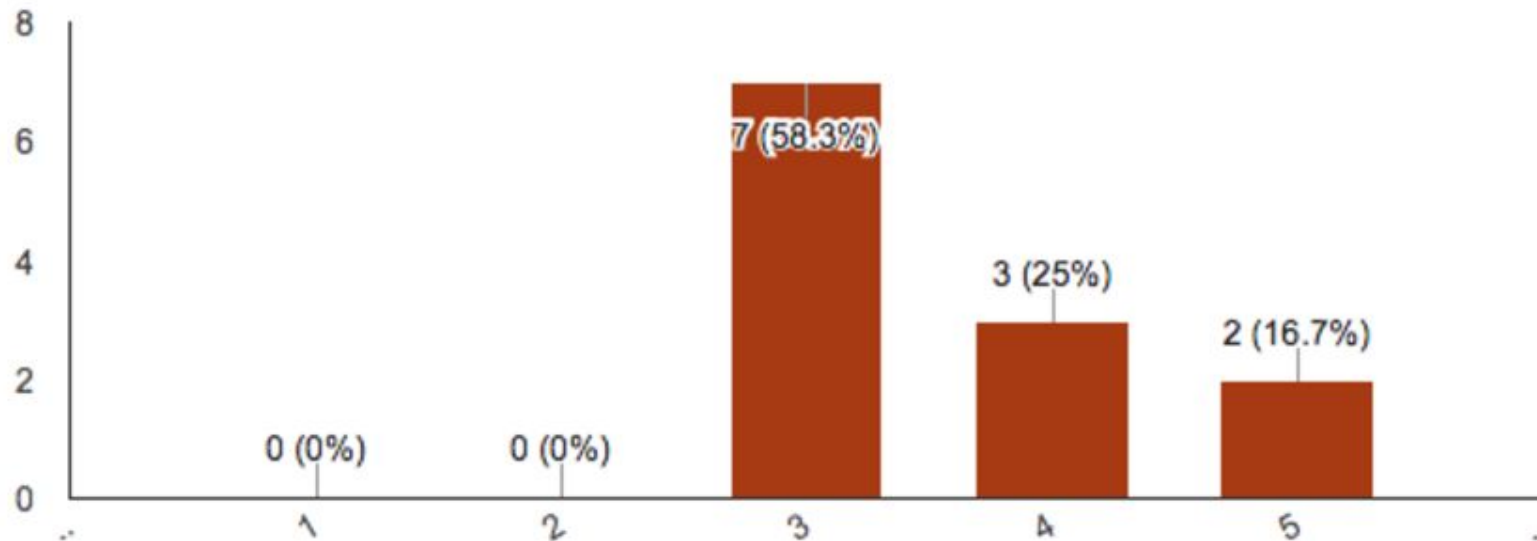
Why/how to measure your marketing?



"I feel very connected to KHF program because of the email updates, newsletters...."

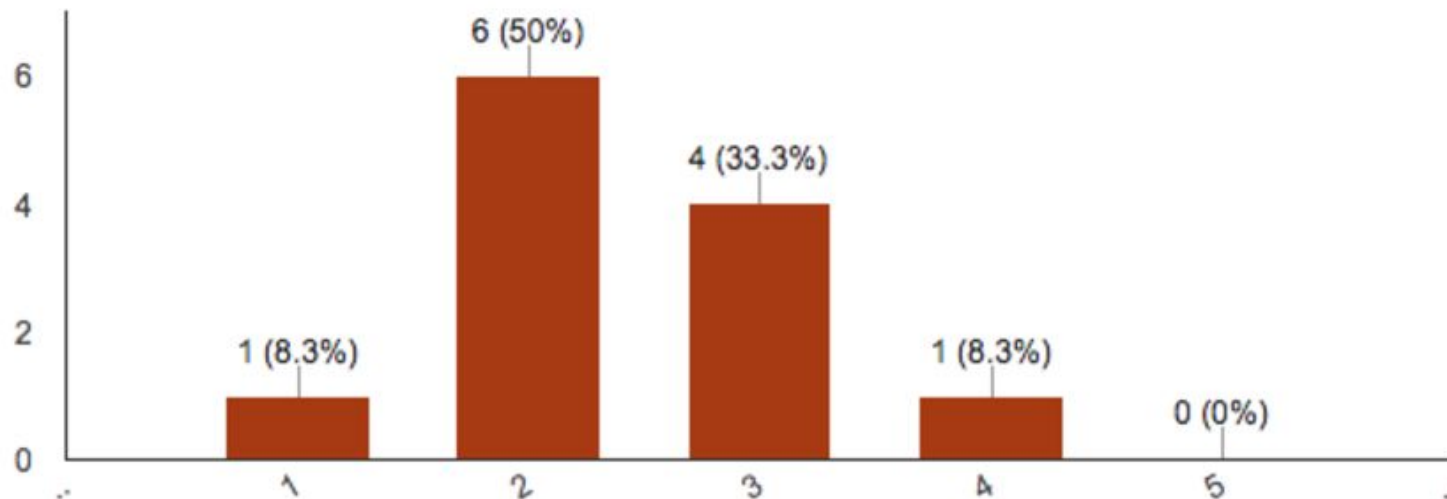
KHF Alumni Responses

How connected do you feel with the KHF program? (12 responses)



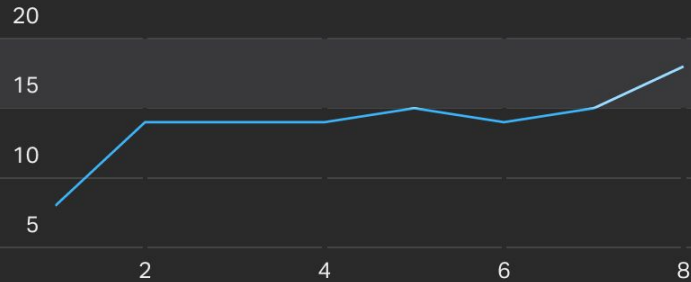
KHF Alumni Responses

How connected do you feel with your KHF cohort? (12 responses)

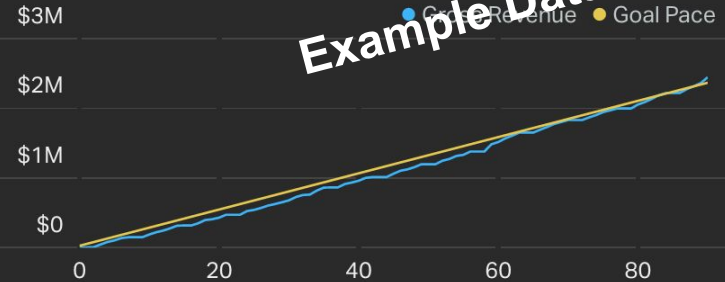


Data & Metrics

Size of Cohorts, Inception to Date



Progress Toward Capital Campaign Goal of \$2.25 Million



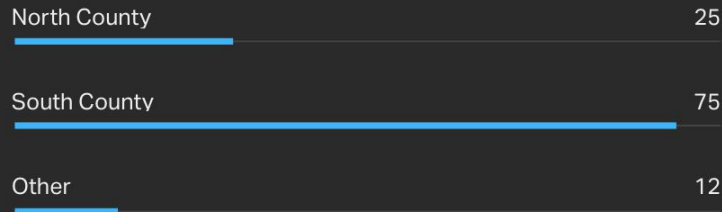
% of Alumni Who Donated, 2015

29%

82%

35%

Alumni by Region



% Alumni Engagement

28%

56%

50%

Why Measure?

ENABLE
ENGAGE
EMPOWER

Where to Start?



BRAINSTORM

DEFINE

PRIORITIZE

DECIDE

CREATE

Keep it Valuable

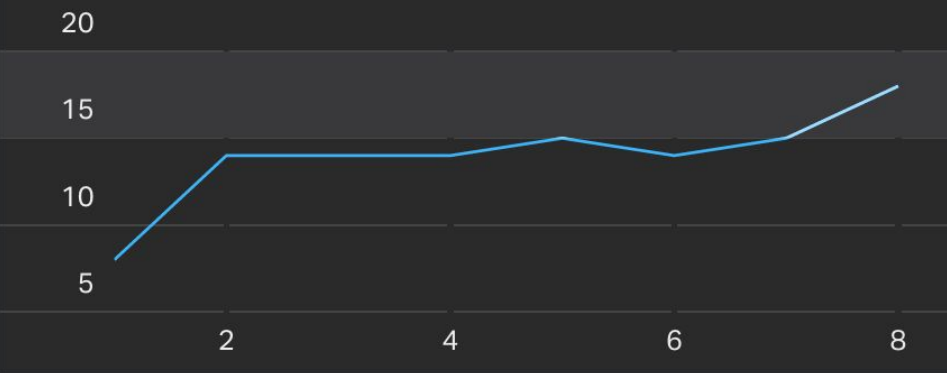
SIMPLE PROCESSES

SIMPLE CHECKLISTS

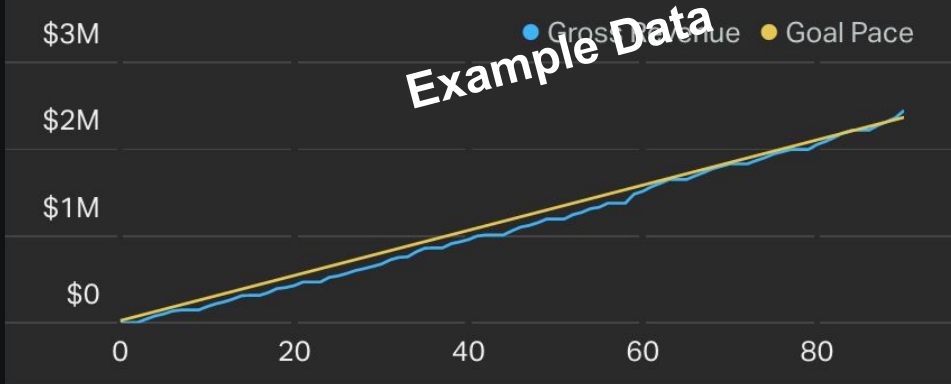
SIMPLE TESTS



Size of Cohorts, Inception to Date



Progress Toward Capital Campaign Goal of \$2.25 Million



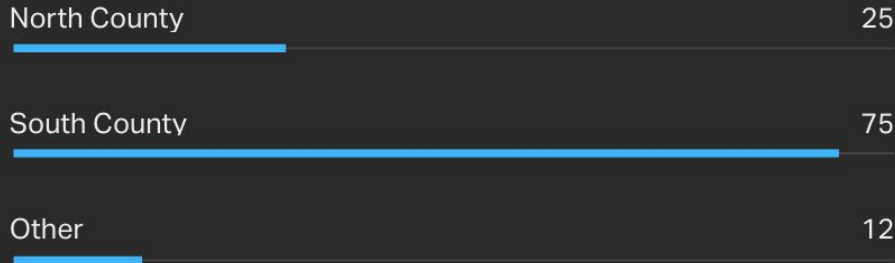
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Events



HELLO
I AM THE...
EVENT
PLANNER

Thank You!





LEADING
from within

KATHERINE HARVEY
FELLOWS

