

Association of American Law Schools

Institutional Advancement Conference

Wednesday, September 25, 2024

Chris Marshall
Founder and CEO, CMAC



Association of American Law Schools



Institutional Advancement Conference – Agenda

1:00pm-2:00pm ET

Introduction

Integrated Advancement Model

The Continuum

Models

A-B-C-D Approach

Six Questions

Q & A



Integrated Advancement Model



Integrated Advancement Model

Looking at alumni relations and communications through a development lens.



Integrated Advancement Model

Show of hands...

- + 50% Alumni Engagement?
- + 50% Fundraising?
- + 50% Communications?
- Some combination of alumni engagement, fundraising, stewardship, communications, advancement services, events, special projects, random assignments, and other duties as assigned.



Integrated Advancement Model

- *“The most obvious place for alumni relations and development to combine efforts is in annual giving. Alumni officers and annual giving staff are talking to the same audiences: students, their parents, and alumni. Friendraising is dead. Alumni relations and development are, I believe, destined to be ever more interwoven, and that's a good thing, for our donors and for our institutions.”*

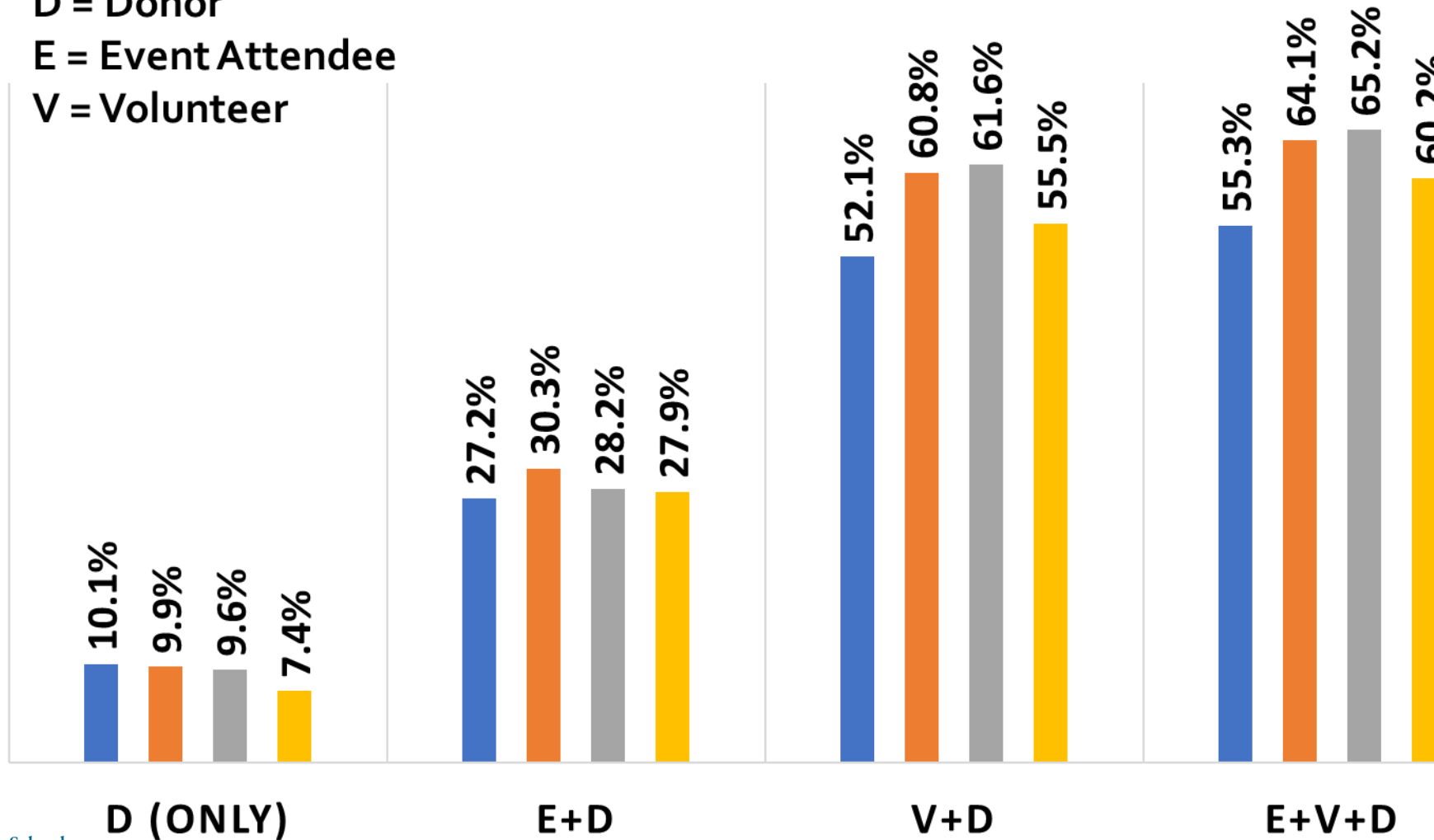
2008



GIVING PERCENTAGE – PUBLIC

■ 2020 ■ 2021 ■ 2022 ■ 2023

D = Donor
E = Event Attendee
V = Volunteer



AVERAGE GIFT – PUBLIC

■ 2020 ■ 2021 ■ 2022 ■ 2023

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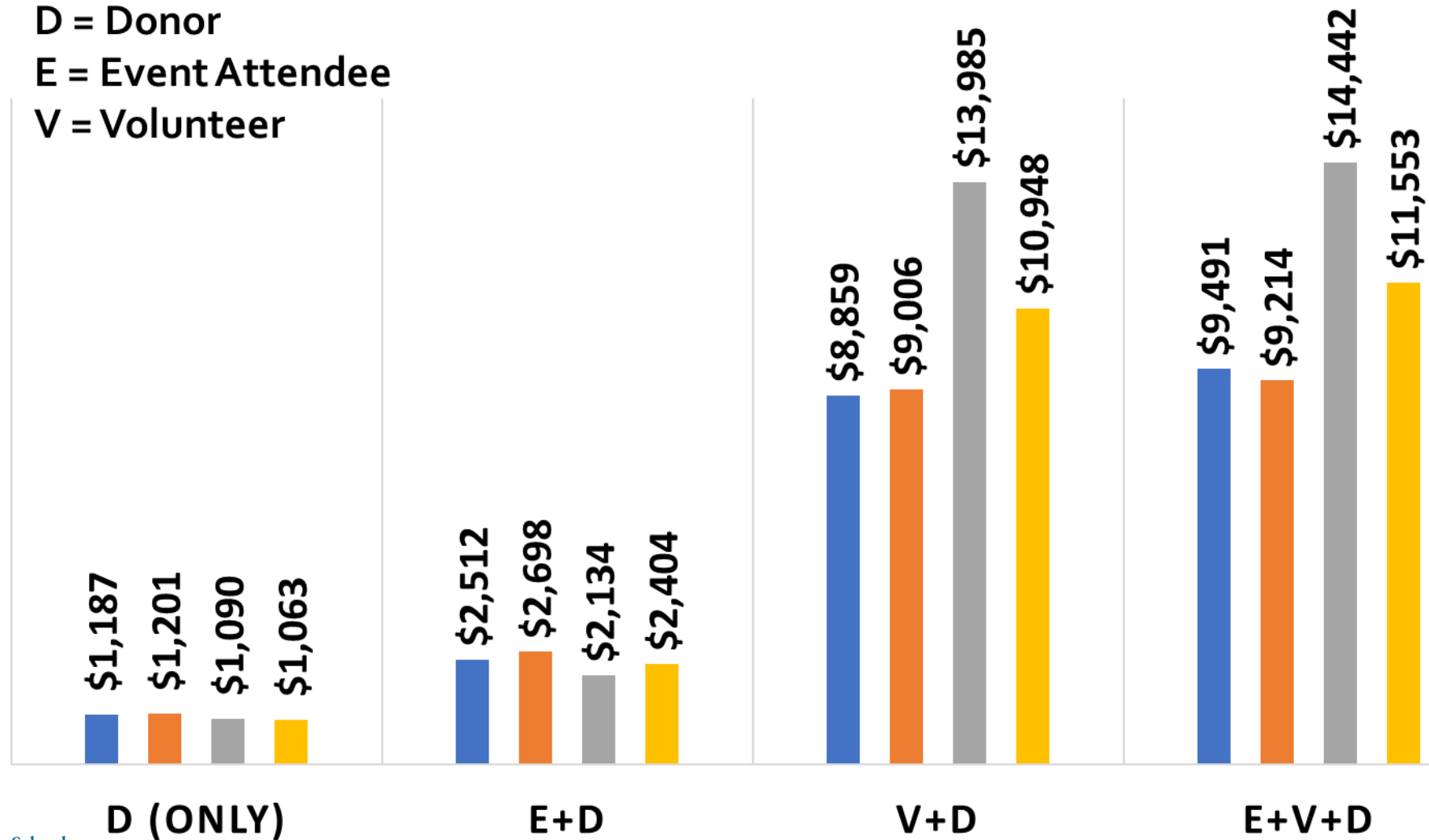
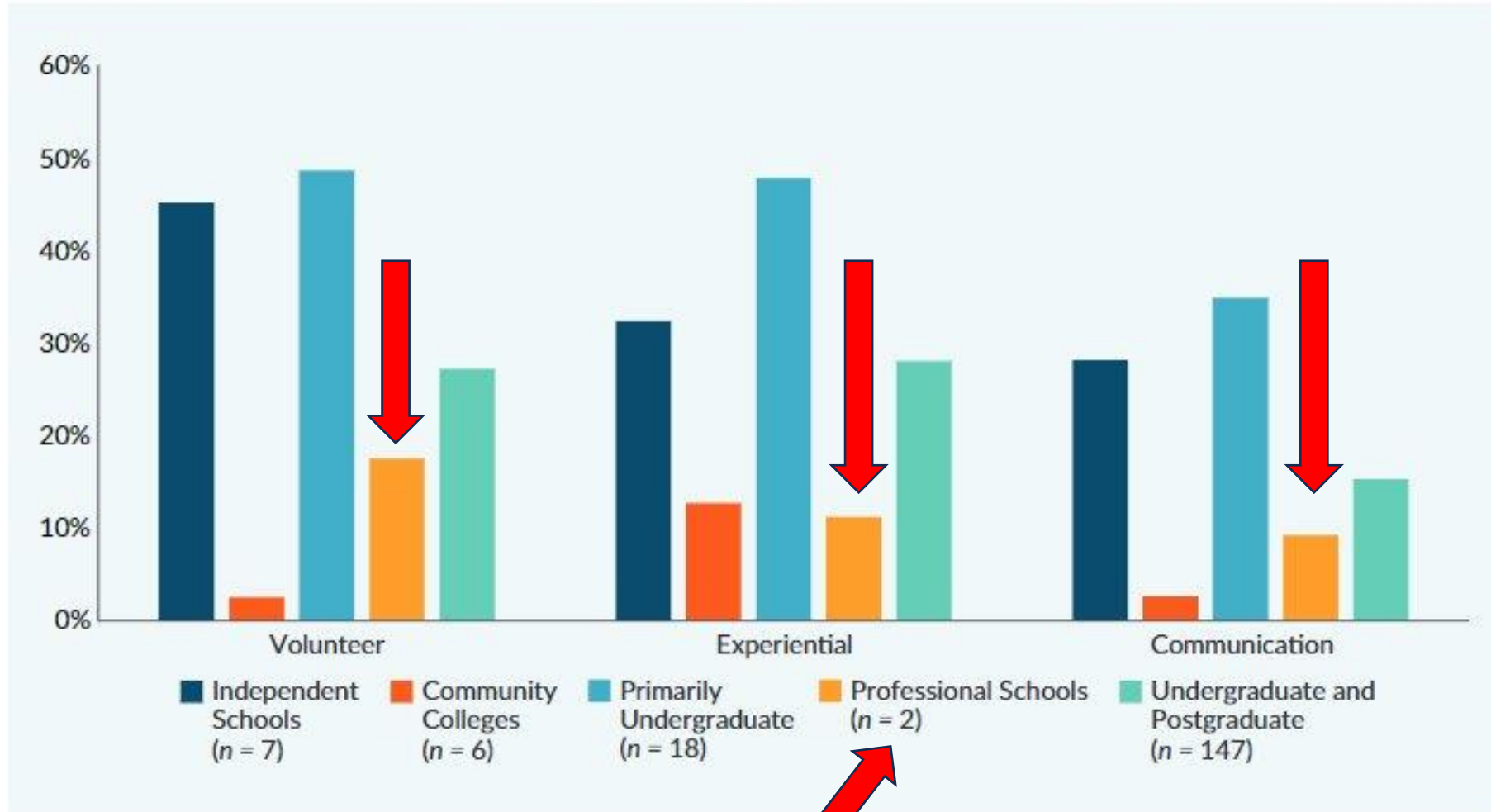


Figure 19: Average Percentage of Engaged Alumni Who Also Give by Mode and Institution Type, 2022

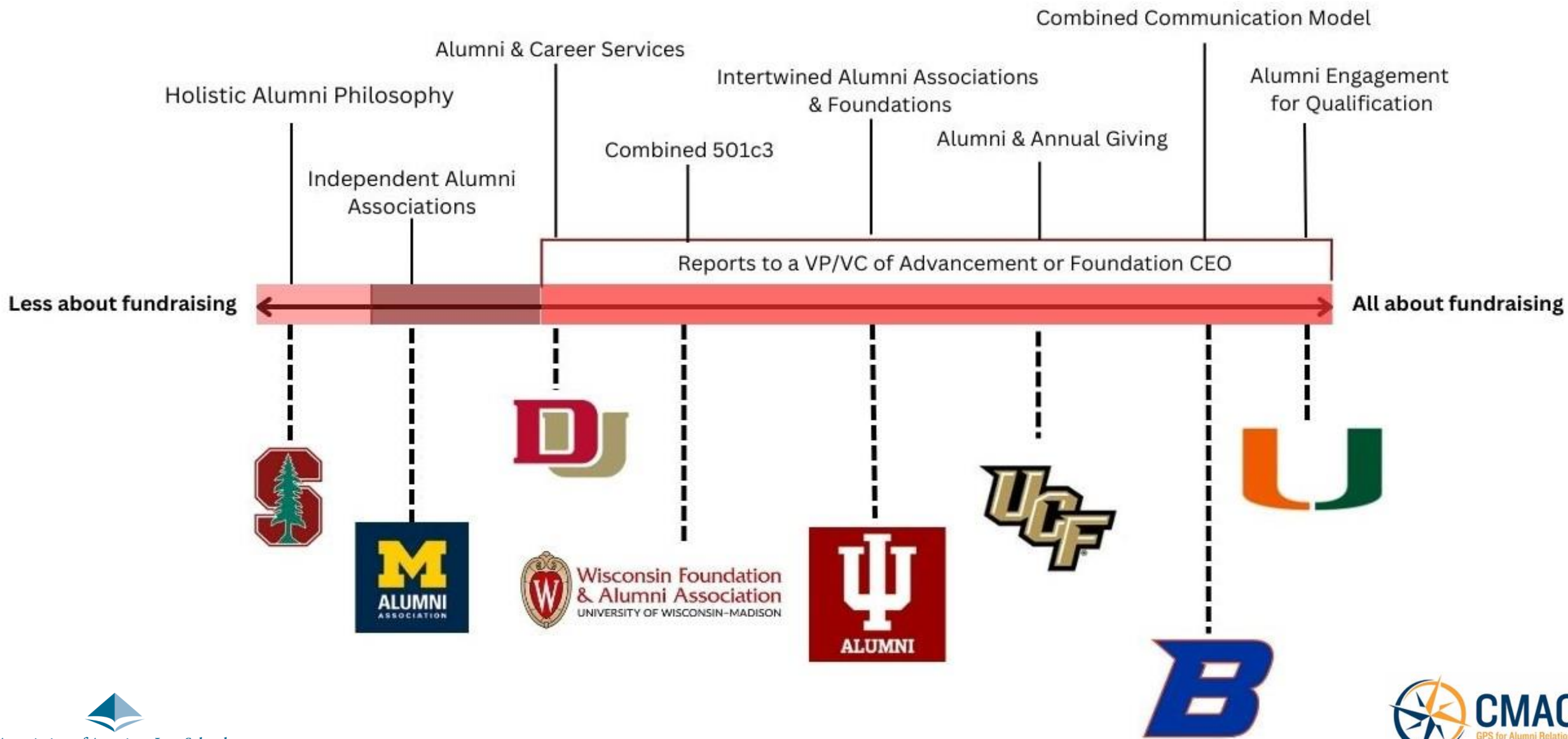


The Continuum



The Integrated Advancement Continuum

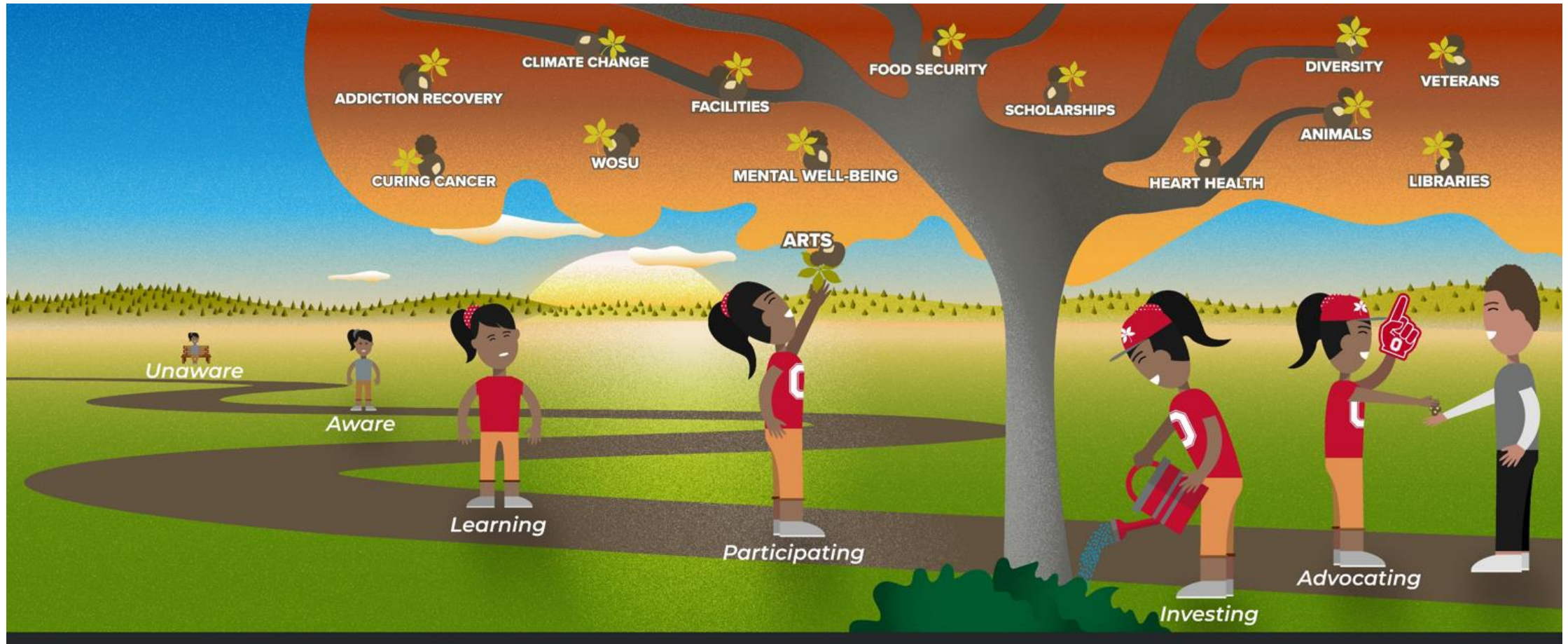
How alumni engagement is organized in higher education



Models



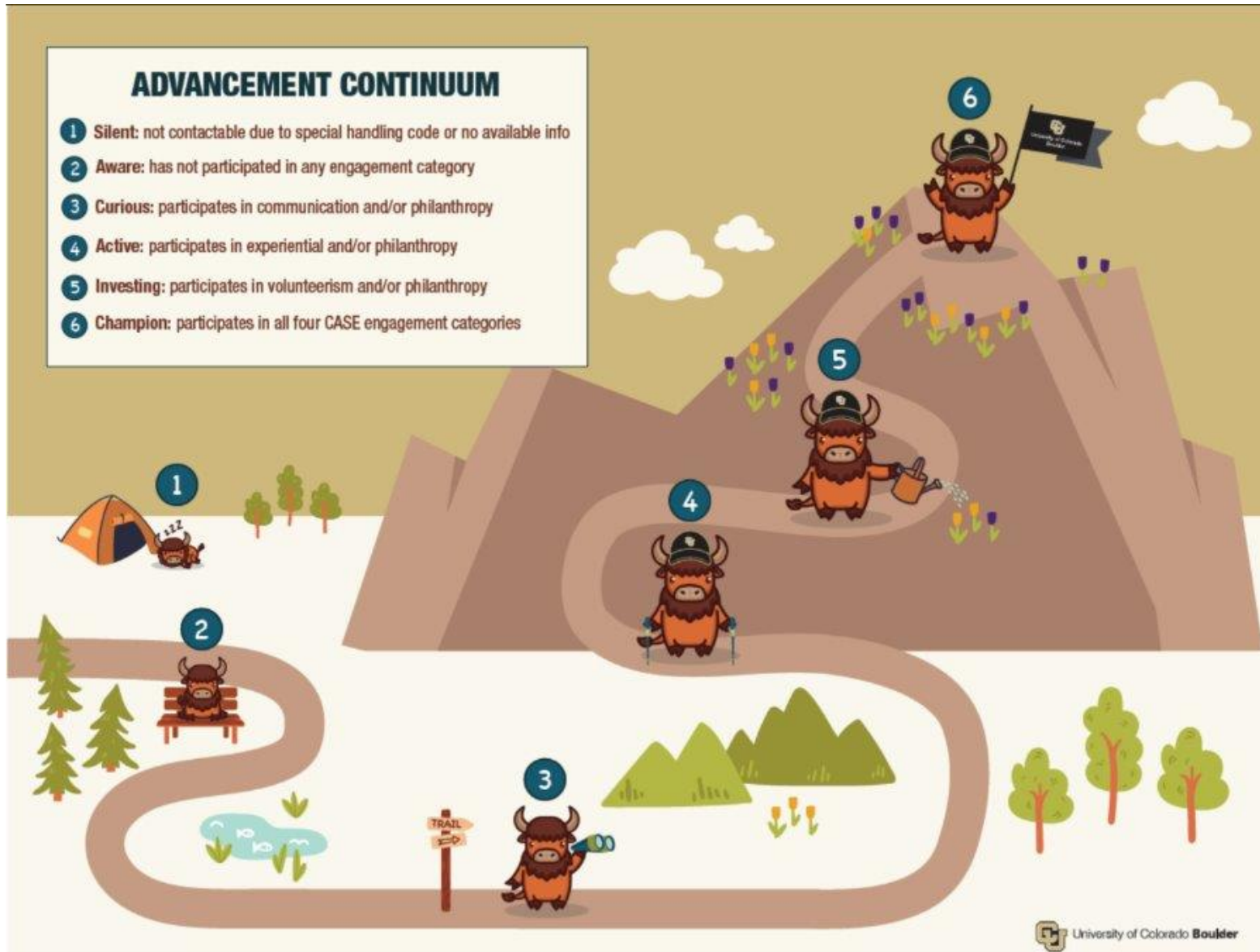
Contemporary Engagement – The Ohio State University



Building a community of lifelong champions



Advancement Continuum – University of Colorado



A-B-C-D Approach



A-B-C-D Approach

Case Study – Cornell University

- Implementing a segmented and targeted engagement strategy over the next four years to build a sustainable advancement program as we head towards Cornell University's Sesquicentennial.



A-B-C-D Approach

224,000



A-B-C-D Approach

“Engaged” Alumni

- **A** – Top Donors = 3,000 (1%)
- **B** – Major Gift Donors = 8,000 (4%)
- **C** – Annual Fund Donors = 60,000 (27%)
- **D+** - Volunteers & Event Attendees (non-donors) = 7,000 (3%)



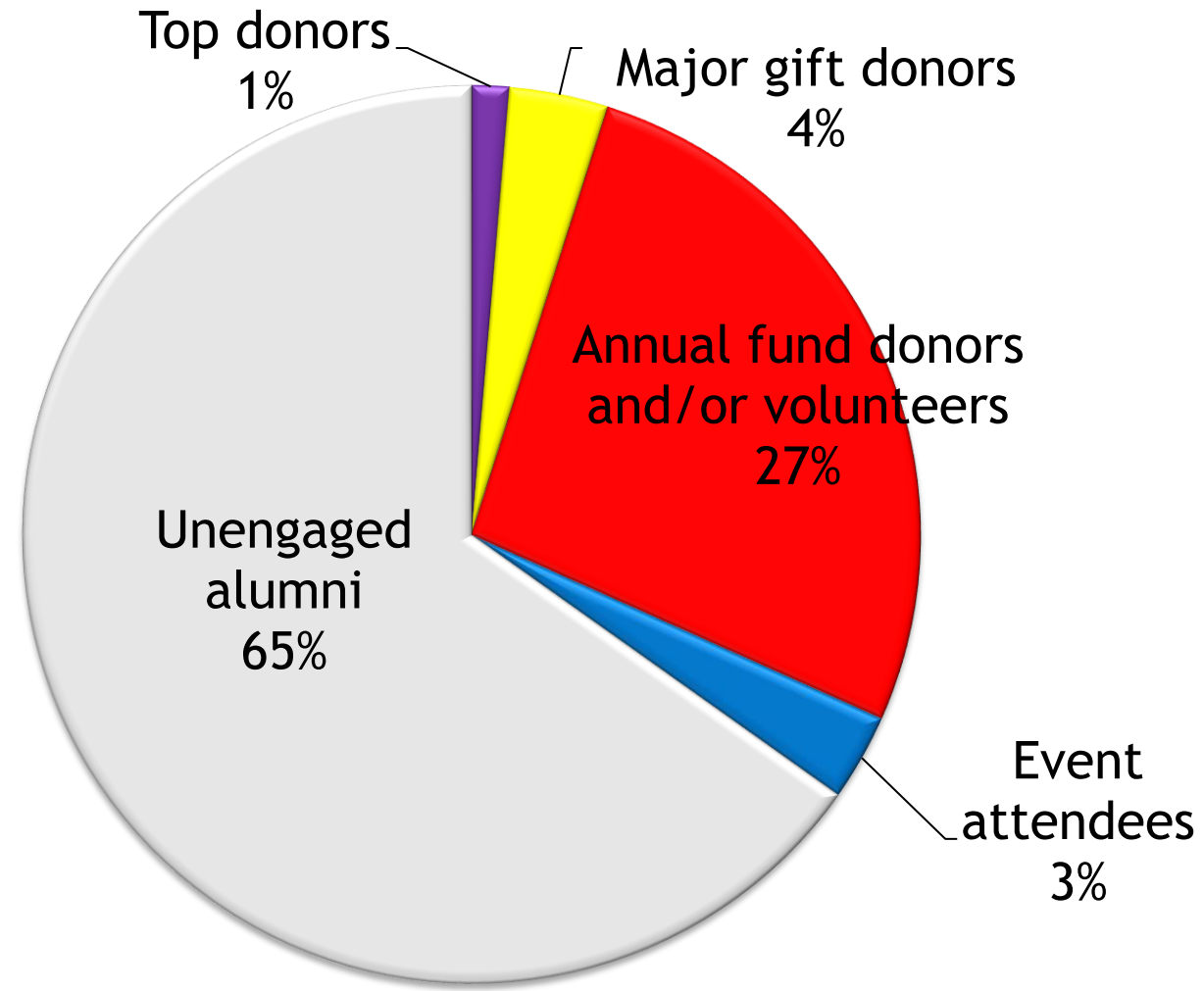
A-B-C-D Approach

“Un-Engaged” Alumni

- **D** – Everyone Else = 146,000 (65%)



A-B-C-D Approach



A-B-C-D Approach

Our expectation was that this approach would assist Cornell in:

- Enhancing the volunteer pipeline
- Supporting the development pipeline
- Moving the unengaged to engaged
- Delivering key university messages to key audiences
- Focusing regional activity



A-B-C-D Approach

SEGMENT	DEFINITION	GIFT LEVEL
A	Principal Gift prospects and high-level Major Gift prospects	\$1M +
B	Major Gift prospects and high-level Annual Fund donors	\$100K to \$1M
C	All other Annual Fund donors and all volunteers	\$1 to \$100K
D	Future donors	\$0



A-B-C-D Approach

GOALS OF THE A-B-C-D MODEL

1. Alumni Relations staff members can assist Development Officers in cultivating, stewarding, and ultimately securing gifts from A and B level alumni in a targeted and strategic manner.
2. Alumni Relations staff members can assist Annual Fund colleagues in cultivating, stewarding, and ultimately securing gifts from C level alumni in a targeted and strategic manner.
3. Moving D level alumni to the C level as volunteers and donors.
4. Identifying potential A and B level alumni



PROVIDENCE COLLEGE ENGAGEMENT MANAGEMENT ABCDE STRATEGY

LIFETIME GIVING RECOGNITION								
SEGMENT	DEFINITION	CAPACITY/AFFINITY/INCLINATION		VOLUNTEER STATUS		OTHER INDICATORS		
A	Principal and High-Level Major Gift Prospects Presidential Prospects	\$250K+ lifetime (1917 Society)	OR	\$1M+ Capacity with Strong or Moderate Inclination	OR	Board of Trustees or National Board of Overseers		
B	Major Gift Donor and Prospects	\$100K-\$249K lifetime or \$25K+ largest gift	OR	\$250K+ Capacity with Strong or Moderate Inclination	OR	Advisory Councils (BAC, SNHS, PLC) or Providentia Leadership Committee		
C	Leadership Gift Donor and Prospects/Annual Fund Donor	\$25K- \$99K lifetime or \$10K+ largest gift or \$1,917 annual donor or Loyal Friar (3 consecutive years)	OR	\$50K+ Capacity with Strong or Moderate Inclination	OR	Emerging Business Leaders, Providence President's Council, National Alumni Association Board, Regional/Reunion Leadership	OR	FOLD St. Dominic Society
D	Inconsistent Annual Giving Donors	Any donor \$1 - \$1,917	OR	Unrated and unassigned; Inclination requiring qualification	OR	Regional Committees, Reunion Committees, Class Ambassadors and Agents, One time Experiential Volunteer	OR	FOLD who have made at least one gift since graduation
E	Future Donors	Inconsistent participatory gift or non donor	OR	Long lapsed annual donors (more than 3 years), no contact information	OR	Never attended an event or volunteered	OR	

A-B-C-D Approach – Discussion

What do you currently do with you're “A’s” and “B’s”?



The Six Questions you MUST Ask



The Six Questions you MUST Ask

To assist with maintaining a focus on the key priorities, a protocol should be established when any new initiative is being considered. All volunteer activity, communications, and events should be evaluated in advance with these six questions in mind:

- 1) Does it align with the strategic plan?
- 2) What is the desired outcome?
- 3) Who is the target audience?
- 4) How will we measure success?
- 5) Who else on campus needs to know?
- 6) What is the follow-up plan?



Open Q & A



Adjourn

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