STRATEGIC OUTREACH: Leveraging Successful Programming to Engage Alumni Donors
University of Kansas
University of Kansas

KU by the numbers

# 1
National ranking, City management and urban policy
- U.S. News & World Report

# 1
National ranking, Special education
- U.S. News & World Report

# 2
National ranking, NIH grants and contracts for pharmacy research

5
National debate championships and national basketball titles
ADVANCEMENT PROGRAM

• Identify and cultivate potential donors
  – Provide opportunities to engage
  – Increase awareness of giving opportunities

• Generate annual gift support

• Hand off prospects to KUEA for major gift development cultivation
Role of community engagement:

• Building mutually beneficial relationships to promote the research and scholarship of the University of Kansas
COMMUNITY ENGAGEMENT CYCLE

Identify partners

Build relationships

Showcase & promote scholarship

Lower barriers
Haricombe Gallery

Curiosity is one of the most permanent and certain characteristics of a vigorous mind.

Samuel Johnson
PARTNERSHIP

• Joined forces to leverage exhibits and events
• Programs were strong enough to serve as the primary point of local engagement
• Efficient and effective
Exhibition Opening Overview

• Reception in conjunction with exhibition opening

• Typical attendance 75-100
  – Current donors/friends
  – Emeritus/current faculty
  – Board of Advocates
• Reception
  – Informal conversations to assess capacity/inclination
  – Engage with current or prospective donors
  – Wine and heavy hors d'oeuvres set to theme
  – Student musicians
EXHIBITION OPENING OVERVIEW
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• Program
  – Welcome by dean and introduction of special guests
  – Introduction/overview of exhibition
  – Program speaker
  – Close with direct donor ask
School of Pharmacy 125th

The Art of the Apothecary
125 years of teaching, research and service at KU
Brown v. Board
Brown v. Board
Brown v. Board
INGENUITY

The School of Engineering celebrates 125 years of research, education & engagement at the University of Kansas

Exhibition to include:
- Scholarship from the School of Engineering and interdisciplinary partners
- Engineers Without Borders
- Diversity and inclusion programs
- Service learning
- Archival photos of student activities
- Engineering and the humanities

Board involvement and donor cultivation
Community relations

- Libraries Love Lawrence
  - Increase community access to KU resources
  - Promote and encourage engaged research activities

- Read Across Lawrence
  - Month-long series of events around a shared book
  - Allows for donor identification
  - Visibility in community
• Steady increase in attendance/engagement
• Budgetary savings
• Percent of alumni supporting KU Libraries is up 300% since 2006
• $14.8 million raised during capital campaign ($5 million goal)
Final thoughts