GROWING YOUR DONOR BASE:

Engagement via Creativity and Collaboration

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The Landscape

Challenge

- Few identified active Library supporters
- Difficult to identify “characteristics” of a Library supporter
- All alumni are our alumni, all emeriti are our emeriti
- We often don’t have access to broad alumni base to prospect for annual donations

Opportunity

- All alumni are our alumni, all emeriti are our emeriti
- The Library can be that “entry” point for first engagements with alumni
- Library can be a “value add” to an existing conversation to enlarge the total gift
- Library can be a “tool” to increase alumni participation for campus
Finding a Connection

The University Library has unique resources available that can be leveraged to result in a “first engagement” from a donor prospect.

- **The University Archives** – tap into memories, emotional ties to the University and the faculty

- **Targeted collections, projects, and programs** – match these with audiences you can identify in the campus database

- **Library Memories** – gather stories, bring alumni back to the Library

- **Partnerships with colleagues**
ENGAGING ALUMNI
Background and Goals:

- Many unengaged alumni the 50s, 60s, and 70s
- Small-knit, close groups of students during those years
- Use UC Davis archives as “tool” to prompt first meeting
Decades Materials

1950s

- Student population grows from over 1,000 in 1950 to 5,425 in 1958
- College of Letters & Science is established in 1955
- Maxwell Library is completed and dedicated to Dr. Cal Aggiornano, Jr., and retired military service (1953)
- Regents approve plan for 2,000 to 5,000 enrollees (1955)
- Integrated, Women's, and Windows That's are implemented (1955)
- UC Regents declare UC Davis a co-educational campus (1959)

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1960s

- College of Education and Liberal Arts is established in 1963
- Music program grows from 20 to 135 in 1965
- Bρέτον, Orangemen (1961), and Order of Engineering (1963) School of Oral Health is established
- Nutrition Program, 1969; School of Veterinary Medicine, 1968
- UC Regents vote to demand a co-educational campus (1965)
- The graduate system expands with many new programs
- UC Davis is a member of the Big Ten (1977)

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1970s

- Student population grows by near 5,000 from 21,390 (1970) to 26,480 (1978)
- Women's, Men's, and Windows That’s are implemented (1976)
- Knox Food Science and Technology Hall is completed with provost funding (1977)
- UC Davis Health Sciences Library renamed 1976
- What student council programs formed the Behavioral A. Men's Preference of American Science (1976)

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Engaging Alumni

The World’s Best Wine Collection

- Ephemera of broad interest
- Allows a “carve-out” of alumni for prospecting
- Attractive to wine enthusiasts as well as academics

Slater Collection

- Broad appeal, beyond campus
- Event and collaboration opportunity
TEAMWORK = COMMUNICATION

- Communication Super Friends = boost quantity & quality of touches
- Student Liaison = increased outreach and compelling interactions

“Please let Jessica, the Library Girl, know how much I have enjoyed watching the whole video production mature and become more professional. As a teacher, the maturation process of my students was my reward at the end of the year.”

- Molly Long, Aztec Supporter & Library Donor.
PURPOSE & GOALS

1. Pressure to increase the ratio of alumni donors
2. Need to engage and broaden the donor base
3. Strong belief that internal control = better results
4. Stop competing with ourselves
5. Move from a transactional to philanthropic model

1. Jim Herrick, Director of the SDSU Alumni Association from 1999-20xx & member of the Collegiate Alumni Association Executives, who spearheaded organizational changes that promote a collaborative environment.
Make Comic Arts Accessible

By: SDSU Comic Arts Committee

Watch the video above for a snapshot of the comics housed in SDSU's collection.
Crowdfunding: STRIVE Campaign
Library project = $5,000 for Mural preservation

Save the Rock 'n' Roll Mural
By: SDSU Anthropology Department

$5,126 RAISED
GOAL $5,000
100% Funded
90 Donors
0 Days Left
This campaign started on July 21, 2015 and will close on August 21, 2015

View the video above to learn more about the history of the Rock 'n' Roll mural.
**REACHING THE GOAL**

Pre-Campaign $1,500 individual and $1,700 corporate

Largest gift = first time alumni donor with an employer match. He and his daughters “love comics.”

Retention: = 4 donors gave another unsolicited and equal or larger gift within six months.

**WHO Responded? 121 People**

105 alumni, 11 friends, 2 employees, 1 student and 1 parent

College affiliation:

110 = 1st gift to Library; 43 = 1st university gift

Average known age = 50-62 years
Young Alumni

Engage in their Language
• Social Media & Email
• Video, Blogging, Podcasts
PURPOSE & GOALS

- Celebrating SDSU’s scholarship
- Inspiring today’s students
- Electronically focused stewardship
- Long term cultivation of recent grads
- Tagging a new affinity group
9. A Case Study: Application of the Balanced Scorecard in Higher Education

Andrea Mae Dooley (Rollins), Ed.D.

Andrea Mae Dooley, Ph.D. is the current Assistant Vice Chancellor and Chief of Staff for Student Affairs at the University of California, Berkeley. In her role, she manages and provides strategic direction for the division's core infrastructure units. Previously she served as the Chief of Staff for the President at San Diego State University upon completing her doctorate. Her dissertation centered on effective communications in large organizations.

On a daily basis, I am seeking and implementing creative techniques in order to achieve organizational success,” she said. “My research helped inform my leadership style and the strategies I employ to be successful in the constantly changing landscape of public higher education.
“Thanks so much for letting me know, I am so pleased to hear that people are actually using the thesis. I am currently working on revising and adding to it to turn it into a book so this is a great indicator that there is interest in the subject.” Mike Wilken, M.A. Anthropology (2012). Thesis title: An Ethnobotany of Baja California’s Kumeyaay Indians

“Thank you so much for your email. I truly enjoyed studying at SDSU, and I am very pleased with the news.” Catarina Pestana, M.S., Civil Engineering (2011). Thesis title: Application of Lean Concepts to Office Related Activities in Construction

“I am beyond excited! I am so glad my work is going to good use. I intended to help college grads find a job and had no idea so many were accessing it!” Michelle Barbeau, M.S. Rhetoric & Writing Studies (2011). Thesis title: From “Friend Me” to “Hire Me”: A Guide to Social Networking for Job Seekers

“Thank you for sharing this news with me. That’s wonderful to hear! I put my whole heart into the thesis, so it’s wonderful to hear that it may be supporting others’ exploration in this field as well.” David Viafora, M.A., Social Work (2011). Thesis title: Teaching Mindfulness to Middle School Students and Homeless Youth in School Classrooms


“I’m honored to be on the list.” Chad Smith, M.A., Sociology (2010). Thesis title: Surfing and Social Theory: The Significance of Surfing and Its Social Contexts

“Thanks Lynn for letting me know. I must confessed I am quite surprised... have to ask... are you sure you have the right Sean Foley??” Sean Foley, M.S., Psychology (2010). Thesis title: New Employee Orientation: The Benefits of Role Information
Engaging Alumni

Collaborating With Other Schools and Units

- Alumni Affinity Survey
- Regional Events
- Principal Gift Strategy Sessions
- Events in the Library
- Shared Development Position

UCDavis
ENGAGING OTHERS
Emeriti

- Emeriti Association partnership
- Archives and Institutional Assets Program
- Emeriti gift story
Parents and General Public

Parents

- Annual Fund Partnership
- Parents Program partnership

General Public

- Wine and other collections
Other Examples

- New Mexico State University Library.
  - Partnering with Colleges to strategically raise money for targeted digitization projects
  - NMSU Ag Extension and Experiment Station Publications Project
    - 3,000 documents and 100 years of research-based information
    - Worked with College of Ag Dean and Development officer
    - Raised $40,000
    - Led to additional digitization support

- What stories do you have to share?