

Kalamazoo College Fund

Improving young alumni donor
retention through student giving.

What is the Kalamazoo College Fund?

The Kalamazoo College Fund (KCF) is Kalamazoo College's annual fund. It focuses specifically on students and the overall K experience by allowing donors to designate their gift to either scholarships, faculty excellence and resources, or the K experience.

All gifts to KCF helps to sustain the overall student experience. Donations create opportunities for students to take advantage of an education that will transform their lives and prepare them to become enlightened leaders in their field and in society.

Annual gifts from alumni, parents and friends make an immediate impact in the lives of these students.

What is the Senior Gift Challenge?

For decades, senior classes have been giving back in support of the K student experience, and to show their gratitude for the help they've received from the alumni who came before them.

All seniors are encouraged to show how Orange and Black give back by making a gift of \$20.XX in honor of their class year. For example, the class of 2019 was encouraged to give \$20.19 to commemorate their class year. All donations were welcome no matter the size

If every senior gives \$20.20 by next year, that equates to more than \$6,000 in charitable funds to help current and future students have access to the K experience. In addition an anonymous donor will challenge the students to reach their goal for an additional \$5,000 towards scholarships.

Proposal

Expand the program to include all student.

By expanding the Senior Gift Challenge to include students of all class years—**who give \$5 each year to total \$20 before graduation**—we will be better positioned to retain them throughout their alumni experience.

The **early exposure** allows them to learn about the importance of philanthropy at the College during a time when they are typically the most enthusiastic and willing to learn about ways to become involved. We must become **part of their journey from the start** and stay engaged with them throughout their time at K and beyond.

Once they are in the practice of giving back to K once each year for four years, **commitment and consistency** will drive them to continue giving in the future.

The Student Giving Challenge.

Within the **next 4 years** I would like to see a **20 percent increase** in participation with the Student Giving Challenge beginning with the class of 2023.

2023	55% participation
2022	50% participation
2021	45% participation
2020	40% participation

STUDENT GIVING CHALLENGE

VS

SENIOR GIFT CHALLENGE

How the Student Giving Challenge compares to the Senior Gift Challenge

Senior Gift Challenge

40 % PARTICIPATION

The average participation rate among senior classes is 40 percent.



Senior Gift Challenge

CLASS OF 2015-2018 5 %



Among students who gave their senior year only 5 percent made a gift within the first year of graduating.

Student Giving Challenge

60% PARTICIPATION

By soliciting students during their first year we will see a 20 percent increase in participation by their senior year.



Student Giving Challenge

YOUNG ALUMNI GIVING 10 %



Early positive associations with giving + practicing repeat giving = double the amount of young alumni donors.



**SENIOR GIFT CHALLENGE C-
STUDENT GIVING CHALLENGE A+++**

As a result of acquisition and stronger engagement, students will be more likely to retain their donor status as alumni.

Hunt Statement

A hunt statement is a research-guiding mechanism that allows us to zero in on what we want to discover. Developing a statement will keep us on target and aligned with our goal.

Hunt statement: Understand the philanthropic perceptions and driving forces of giving to KCF—particularly between students and young alumni—to inform a strategy that will create more meaningful connections that will ultimately encourage giving.

Elevator Pitch

Tweet Version

Not all students are excited about their College asking for annual-fund donations. Find out how to strengthen your Student Giving Challenge by being their form the start.

Kzoo.edu/studentgiving

This tweet would go to a website that breaks down the new Student Giving Challenge.

Paragraph Version

The Kalamazoo College Fund does a fantastic job at communicating with and retaining current donors, but does not have a clear strategy on how to acquire new donors. Communicating with non-donors is difficult when not set up for success. In order to acquire new donors, we must introduce the program during a student's first year and stay engaged with them throughout their journey at K. This will lead to a 20 percent growth of new donors and stronger retainment.

Elevator Pitch

Full-Page Version

The Kalamazoo College Fund (KCF) has either met or exceeded the fundraising goal for many consecutive years. This has primarily been accomplished by loyal donors increasing their gift amount and frequency of giving rather than being the result of acquiring new donors. KCF does a fantastic job at communicating with and retaining current donors, but **does not have a clear strategy** for how to acquire new donors.

Communicating with non-donors **is a difficult arena** to be in.

Our biggest questions:

- 1) How do we get unengaged alumni to care about supporting the experience of current and future students?
- 2) Is it realistic to think that after years of being away from K and never making a gift that we can suddenly alter their behavior through repetitive email or mail solicitation?

In order to acquire new donors, we must set KCF up for success early. Current students need to be made aware of KCF and how philanthropy plays a role in their college education starting in their first year of their K experience. The early exposure also allows them to learn about the importance of philanthropy at the College during a time when they are typically the most enthusiastic and willing to learn about ways to become involved. **We must become a part of their journey from the start** and stay engaged with them throughout their time at K and beyond.

By **expanding the Senior Gift Challenge** to include students of all class years—who give \$5 each year to total \$20 before graduation—we will be better positioned to student donors and as a result we will retain them throughout their alumni experience. Once they are in the practice of giving back to K once each year for four years, commitment and consistency will drive them to continue giving in the future. This is why the Senior Gift Challenge should transition to the Student Giving Challenge.

Within the next 5 years I would like to see a 20 percent increase in the number of students who give at a pace of 5 percent growth per year. As a result of acquisition and stronger engagement with students they will be more likely to retain their donor status as alumni and overall increase the number acquired donors achieved each year.

Audience Insights

The number of students who give their senior year does not improve the number of young alumni donors.

→ **The concept is too new**

Most seniors have never heard of KCF and have no connection with its purpose.

→ **Untrusting**

Students don't feel confident that their gift is going to their chosen designation. Some have also develop hangups with the College over the last four years and don't feel represented enough to give back.

→ **Student Debt**

Seniors are too close to repaying their debt to be receptive to the idea of giving..

→ **Absent from campus**

Seniors spend less time on campus than other students and often miss the Senior Gift Challenge events.

Students feel they lack a relationship with KCF that is needed in order to gain transparency with the institution and have their voices heard.

Consumer Journey

The journey of a Kalamazoo College donors begins with awareness of KCF during their first year as a student. Through the KCF hosted event, Grateful for K Day, the student body has the opportunity to learn about the philanthropic support the College receives and how donors help make their education and experiential learning opportunities possible..

This is where the experience stops for them until they become seniors.

Once seniors, KCF begins delivers a more in-depth message about the the importance of giving back to K.

In come the Senior Class Agents, a select a group of seniors selected by KCF staff to educate their peers on how the donors help make their K education possible and solicit gifts from them. The Class Agents launch the **Senior Gift Challenge** with a donor goal that if reached before graduation will result in a gift to scholarships from an anonymous donor.

Senior 1	Senior 2	Senior 3
Makes their first gift before graduation as part of their Senior Gift Challenge. Maybe gives again as an alum.	Recognizes the importance of giving back but does not find it practical at the moment and chooses to wait until they have achieved financial success.	Chooses not to give because they disagree with the institution in one or several ways and therefore don't feel confident that their gift is going where they've designated it.

Consumer Journey



Kalamazoo College Fund

DONOR JOURNEY

AWARENESS

GRATITUDE
EVENTS

K FEST

CONSIDERATION

SENIOR GIFT
CHALLENGE

EVENTS

PEER TO PEER
SOLICITATION

EMAIL

FLYERS

DIRECT
MAIL

GUEST
SPEAKERS

SOCIAL MEDIA

FIRST GIFT!

REUNIONS
HOMECOMING

INTERACTIONS
WITH OTHER
DEPARTMENTS

ATHLETICS

CAREER
DEVELOPMENT

ADVOCACY

PEER-TO-PEER
SOLICITATION

LOYALTY

REPEAT GIVING

DEVELOPMENT
OFFICERS

STEWARDSHIP:
PHONE CALLS,
EMAILS, MAIL

SOLICITATION: PHONE
CALLS, EMAILS, MAIL
SOCIAL MEDIA, AND
PEER-TO-PEER

GIVING SOCIETIES

By mapping out the experience a donor has with KCF, we can better understand how and when the purpose resonated with them. This graphic highlights each potential interaction a donor had with the College before becoming a loyal donor and advocate. **By moving students from awareness to consideration sooner through the Student Giving Challenge, the attainment and retainment of donors will rise.**

Organizing Idea

An organizing idea will help us create a strategy that delivers KCF's purpose in order to activate the desired behavior. This will be our glue that will serve as the base for building a more connected and effective Student Giving Challenge that will ultimately result in an increase of young alumni giving.

We can start at the most basic level, the goal of KCF, which is to raise funds for the College that directly address the needs of students.

Currently there is no organizing idea that is in line with the KCF purpose.

Current Status

- 1) The goal is to raise funds
- 2) Stick to the mission of the College which is to: *prepare its graduates to better understand, live successfully within, and provide enlightened leadership to a richly diverse and increasingly complex world.*

Where we are going

- 1) Defining purpose
 - 2) Developing an organizing idea
 - 3) Connecting donors and non donors with the KCF story
 - 4) Delivering on the purpose of KCF
-

Discovering the Organizing Idea

We want students to have access to a great education that allows them to feel **prepared and inspired to make an impact** on the world. In addition, we want to make sure that our communication with our external audience reflects that. Internally we also want our staff to be able to **inspire donors as well as each other** in our roles with the College.

This is why the new organizing idea for KCF will be **“inspire one another.”** This is in line with the purpose of KCF which is to raise funds to support the K experience that in turn inspires students to make an impact on the world.

Experience Space

The organizing idea is now ready to become one with the **experience space** to create the story system known as **Storyscaping**.

This concept allows us to go beyond connecting the audience with KCF and allows for greater immersion with multiple touch points that create the **overall experience**.

To do this we applied a 3-step process:

- 1) Considered and rated the existing channels.**
- 2) Prioritized them on a 1-to-10 scale based on priority.**
- 3) Identified the purpose of each touchpoint.**

From here we can determine the role each channel plays in the experience space. Once we have put a chart together of these criteria, we apply our organizing idea, **“inspire one another,”** to each channel.

Experience Space

By **merging the experience space with the organizing idea**, we create a more concise and clear message for our audience that is easier to connect with.

Touchpoints	Reach	Engagement	Influence	Story System
Email	4	2	2	Signpost awareness
Facebook	9	1	6	Signpost awareness
Events	10	8	7	Town center engagement/action

Although some students may encounter some of the touch points in various orders, **all signposts will lead to a destination** or a towns center where they will gain deep and valuable engagement with KCF which ultimately helps us attain our goal.

In the experience space it is our goal to connect each of the touchpoints in order to refine our story system and ultimately drive students and young alumni to give.

Now let's dig a little deeper inside of each touchpoint.

Experience Space

Events

- Rank highly because it is a perfect time for students to gain awareness of KCF and make their gift on the spot.
- Usually consists of something fun and something free.
- It is an opportunity for Class Agents and other students to inspire their peers to give through social influence.

Insight

By creating more memorable events that speak to student needs and allow for greater peer-to-peer interactions, we will be more successful in acquiring student donors. Although students may give online at any time, the events allow for the act of making the gift to be tied into the event experience rather than a simple and non-memorable transaction. It also creates social influence among students and their friends, ultimately leading to greater participation.

Emails

- Heavily used but don't rank highly in engagement.
- Too much institutional language leading to disconnect with students.
- Currently increasing in effectiveness due to emails coming directly from Class Agents which tell their stories and creates social influence. .

Insight

Develop more emails that come directly from Class Agents to their classmates in order to deliver an authentic inspirational message that is not filtered by the institution. We learned from our students that authenticity is important to them and leads to more gifts.

Experience Space

Facebook

- Ranks low in engagement.
- Useful for informing students of upcoming events.

Insight

We can deepen this connection by having Class Agents post on the Facebook pages of each current class and share on-the-spot event content such as photos, videos and Facebook live.



Although students reported they found out about this event on Facebook, no one engaged with the Facebook event or the posts.

MAY
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Ice Cream Social

Event for Kalamazoo College Class of 2019 · Hosted by Denise Paula Negrea

Edit ...

Tuesday, May 28, 2019 at 3:25 PM – 3:33 PM
about 4 weeks ago

Kalamazoo College
1200 Academy St, Kalamazoo, Michigan 49006

Show Map




1 Went · 0 Maybe · 0 Invited

Invite your friends to this event

Audit

Conducting an audit on KCF will help us discover why KCF matters in the grand scheme of things. It helps us discover rather than define our purpose. We know the purpose exists, but we can increase our understanding and integrate it into the story system through an audit. It also allows us to understand the direction necessary to continue evolving.

The following brand audit consists of immersion, assessment, origination and articulation.

Immerse	Assess	Originate	Articulate
<p>History: KCF was created to be the fundraising arm of the College. Encouraging giving increases the amount of money the College raises in order to support the student experience and improve donor and investment relations..</p> <p>Donors: Repeat donors understand the importance philanthropy plays at sustaining and enhancing the mission of the College. Others are harder to convert because they do not share a deep enough connection with the College.</p> <p>Students: Currently we have multiple ways for students to engage with KCF during senior year, but by this point many have no interest in making a gift. Although, we know that underclassman are more enthusiastic about giving.</p>	<p>Concern of reaching the Senior Gift Challenge goals causes us to put a lot of pressure on the Senior Class Agents who are simultaneously trying to teach their peers what KCF is, create positive experiences with them and solicit a gift.</p> 	<p>Work together on creating a new vision for student giving that will increase the number of students who give with the goal of retaining them as young-alumni donors.</p> 	<p>Introduce the Student Giving Challenge during their first year and create an opportunity for them to give \$5 a year until they graduate. This will allow KCF to begin creating a positive relationship with students early on in their K experience. When students give in this manner it will create a habit of making recurring gifts as young alumni.</p> 

Email

Here, we illustrate how the Student Giving Challenge will kick off for each class year.



Student Giving Challenge

\$5/year

or

\$20 before graduation

What can you sacrifice to make a difference?



\$5 latte?



500 googly eyes?

DECORA 500 Pieces Set
★★★★★ - 117
14" H
FREE Delivery for Prime members

Sacrificing one latte or random Amazon purchase carries your class one step closer to reaching the student giving challenge goal!

Anonymous donors have agreed to give a total of \$5,000 towards scholarships if 60% of your class fulfills their gift before graduation.

The generosity of previous classes directly benefited your K experience. Start this school year by showing your gratitude with a gift of \$5.

You Gift. Your Choice.

- Scholarships
- Faculty Resources
- Athletics
- Student Organizations
- Academic Departments

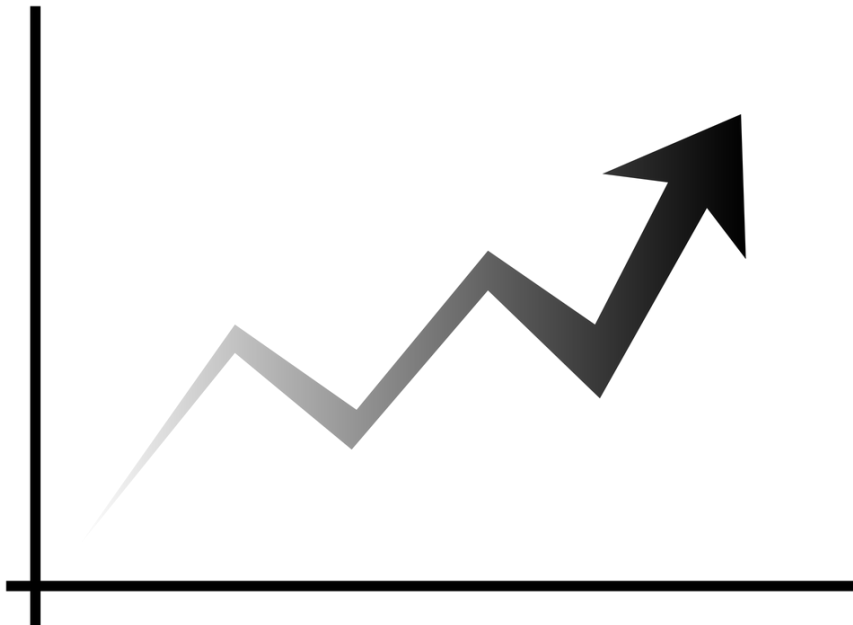
Pledge or make your gift today!

[Pay it Forward](#)

Measurement

- Number of gifts by class year
- Number of repeat gifts by class year
- Percentage of students who were retained as donors within the first year of graduation through their fifth year after graduation.
- Overall perception of giving to K through surveys and observing students' responses and behaviors during events
- Event participation
- Email analytics
- Social media analytics

These insights will help us determine if we are on target with our goal, what adjustments need to be made and how can continue to evolve the program in the future.



Next Steps

- 1) Connect with Student Development to find engagement opportunities with each class.
- 2) Develop tactics
- 3) Create a campaign launch timeline
- 4) Work with Marketing and Communication department to create content
- 5) Implement strategy/launch campaign
- 6) Measure and share outcomes

By implementing this new student giving program we will see an increase in the number of students engaging with and donating to KCF within the first six months of launch. Once students become alumni we will see an increase in donor retainment among these young alumni.

Thank You