



Alumni Affairs

Vision:

To create a global network of alumni committed to advancing the sixth decade mission of the University of Waterloo

Mission:

University of Waterloo Alumni Affairs fosters pride and meaningful lifelong relationships, **engaging** alumni to enrich their lives while advancing the aspirations of UW.

Assessing Engagement: Survey Method

- Survey was prepared with the help of EAI
- 60,000 emails sent
- 67,000 postcards
- Generated 14,505 hits, which converted to 11,940 responses
- Response rate was 9.4% of Waterloo alumni

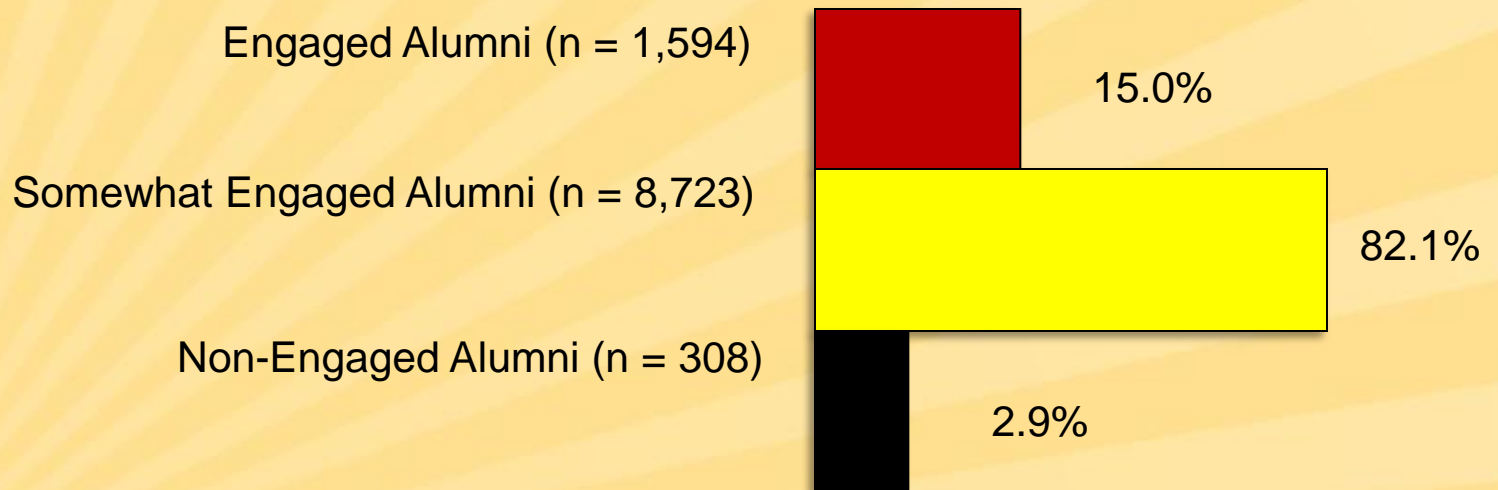
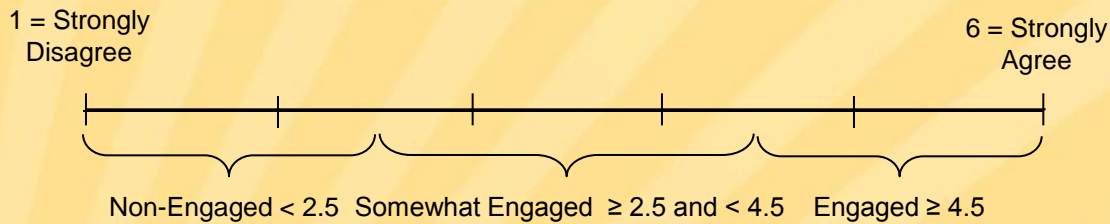
Response Statistics

Key Statistics

Active Alumni	125,904
Survey Mailing (email and mail)	124,621
Respondents	11,940
Full Respondents	9,867
% Response Rate	9.6%
% Response For Population	9.4%
Confidence Level	99%
Confidence Interval*	± 1.12%.

*Confidence interval indicates the number of points, plus or minus, that each score may swing based upon the statistical confidence of the sample.

Engagement Status



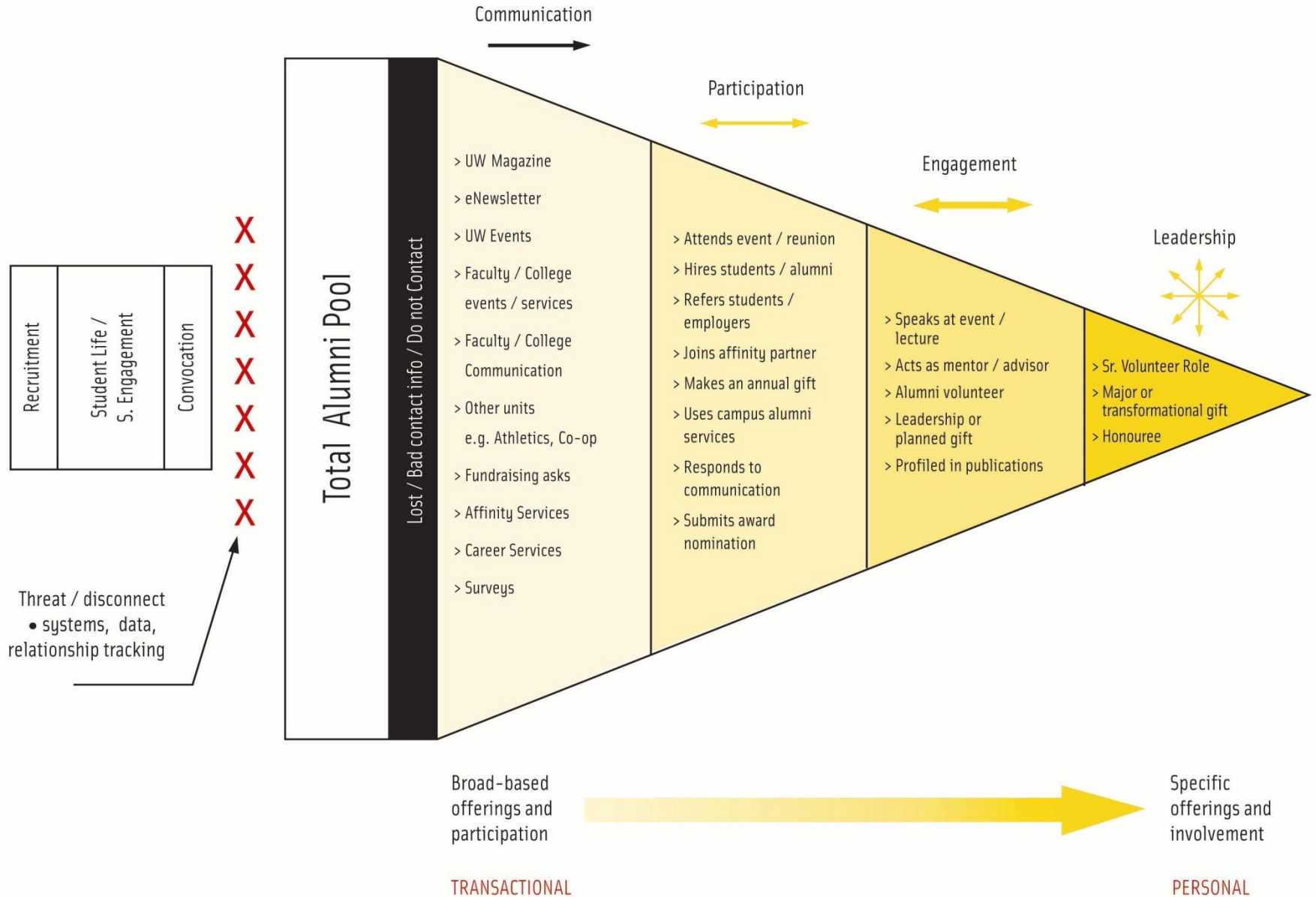
Some Key Fundraising Findings

- Engaged alumni give substantially more financially than moderately engaged and non engaged alumni
- Alumni are not aware of our fundraising priorities
- Alumni are not aware of areas in need of financial support
- More alumni express interest in giving us money than our current participation rates
- Alumni who “feel connected to UW” give substantially more than those who are not connected
- “Common/average” alumni gifts need to be more visibly recognized. Our emphasis has been on highest level which can marginalize the impact of average gifts

Engagement Survey the tactical layer

- Communication strategy
- Issue response (Win some back? Or write off?)
- Engage those who want it (Engagement program)
- Shape/create programs based on survey responses
- Think beyond Alumni & Development
- Drill down in key areas (e.g. Planned Giving)
- Age & Stage programming
- Pilot strategy for new programs
- Set Engagement goals
- Track to a model & Ensure your database can be utilized
- Consider multiple analytics models

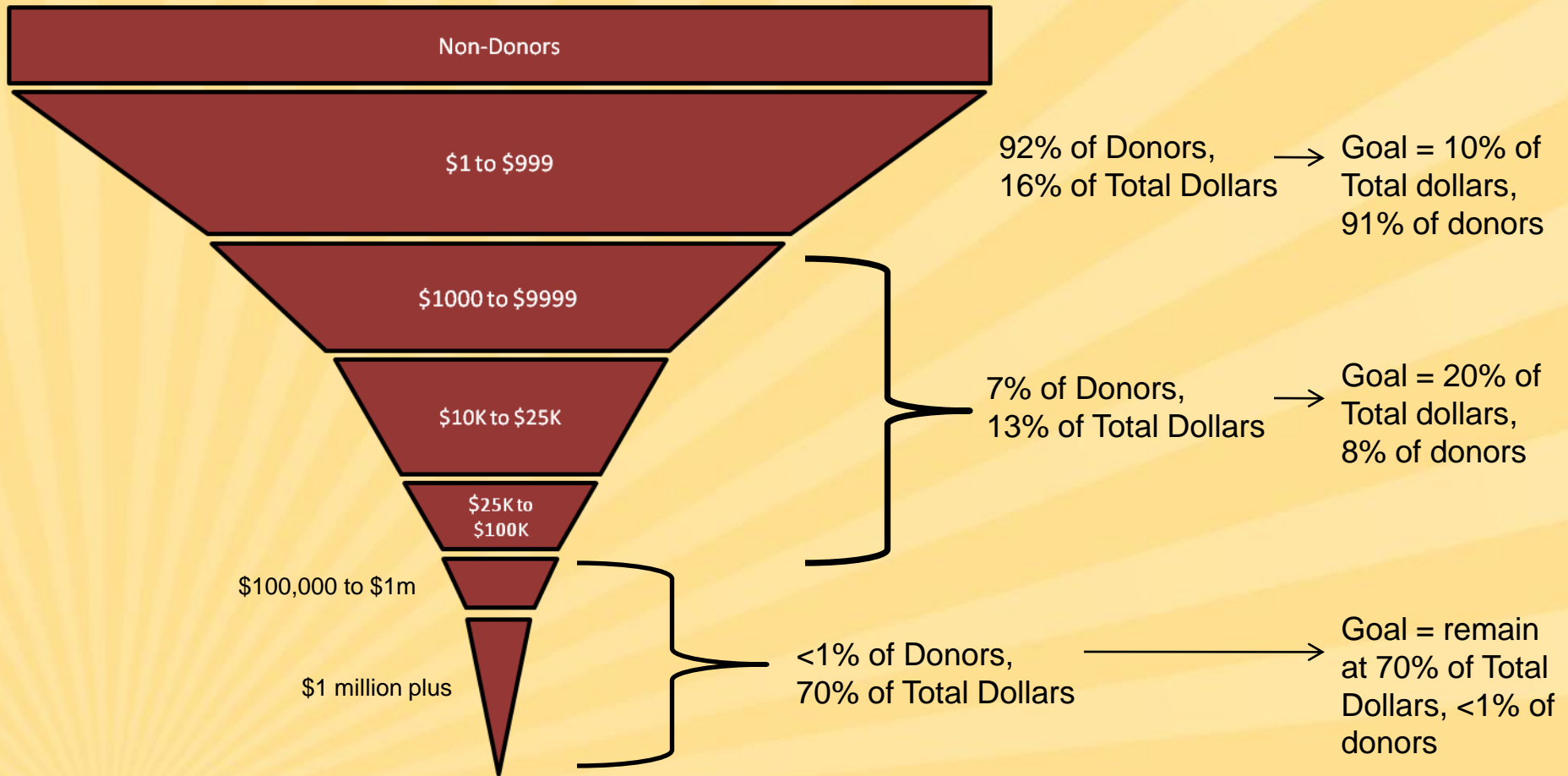
University of Waterloo Alumni Engagement



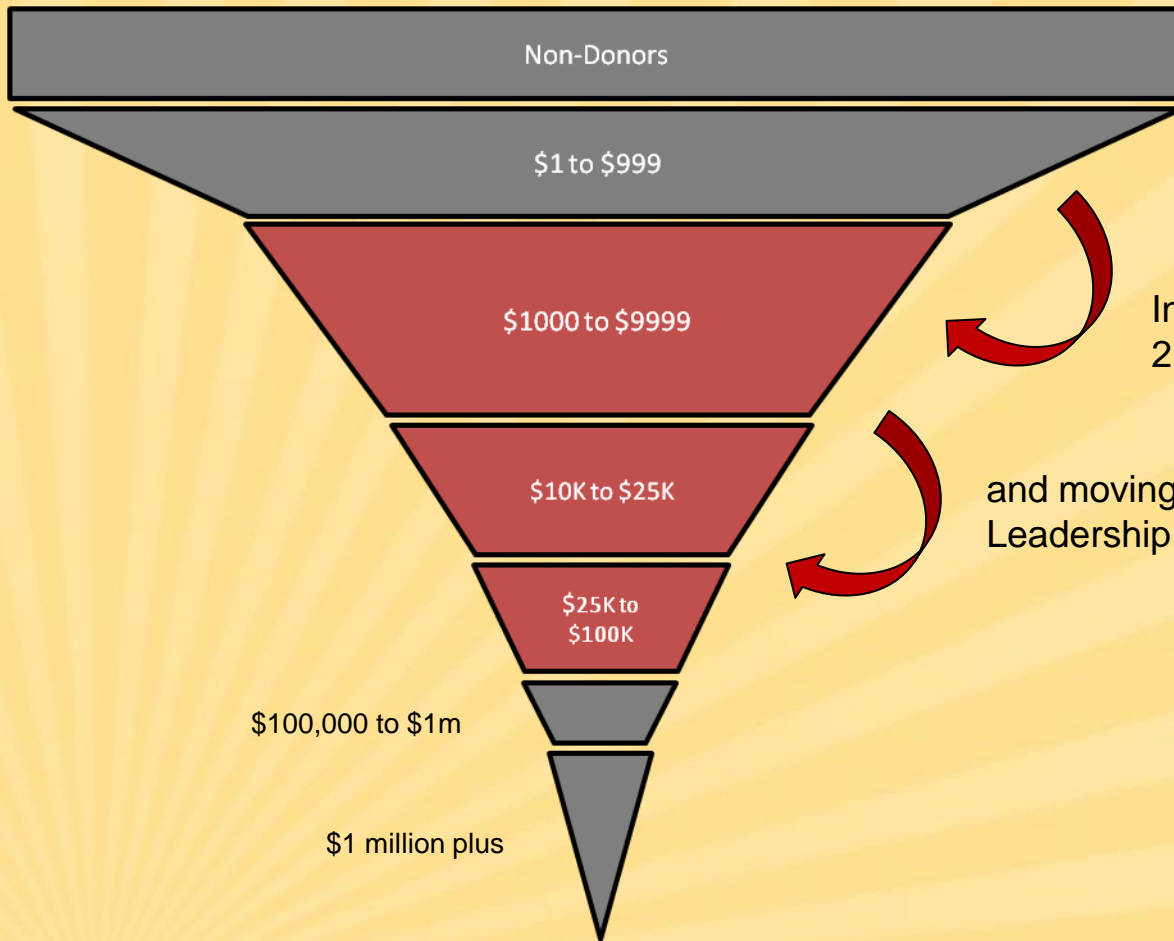
Building the Future – Pipeline Development

- New structure
- Redefine our programs
- Analyze our baseline
- Map the future
- Strategically use our inputs

Alumni by largest gift ever



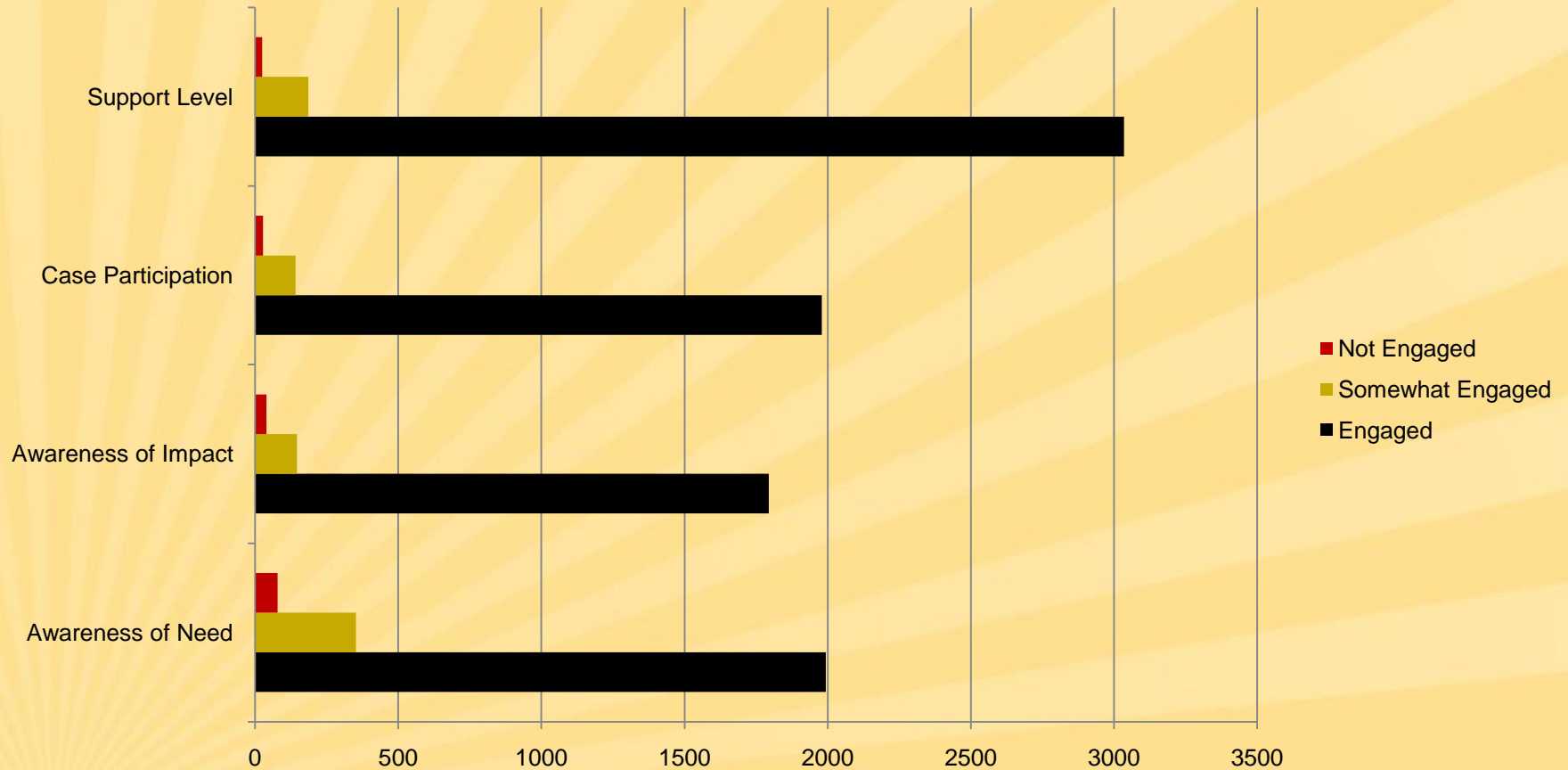
Growing the Pipeline – the “middle”



Involves moving approximately 2,200 donors into leadership categories,

and moving approximately 600 donors from lower Leadership levels into higher giving ranges

Average Lifetime Giving by Support Drivers



Applying Alumni Engagement

- Adjust communication strategy
- Role of donor recognition in engagement
- Role of 'score' in predictive modeling
- Use of 'score' in segmentation
- Track engagement scores over time

University of Waterloo Alumni Engagement

& Pipeline Development Model

