Bridging the Divide Between Alumni Relations & Development: How Focusing on Student and Alumni Engagement can Positively Impact Philanthropy

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Northwestern PRITZKER SCHOOL OF LAW
Tell us…

We want to know!!!
“In the first place, I advise you to apply to all those who you know will give something; next to those of whom you are uncertain whether they will give anything or not, and show them the list of those who have given; and lastly do not neglect those who you are sure will give nothing; for in some of them, you may be mistaken.”

-Ben Franklin
Alumni Engagement Model

Trust

Engagement

Communications
Trust

• Earned, not expected
• Gather Thoughts and Opinions
• Act on results
  – Reasonable Effort in Affecting Change Sought
• Institution will do what it says it will do
• Recognition in meaningful ways
  – Alumni Awards
  – Milestones & Career & Life Achievements
  – Leadership & Service to the legal profession
Communication

• Mission, Vision, Strategic Plan
• Campaign
  – Goal
  – Priorities
  – Timeframe
• Vehicles
  – Print, Social Media, Web
    • Latest trends, news, research
• Purpose: Further facilitate a relationship between alumni & institution
Engagement

• Often the end result (Engagement Model)
• Volunteer opportunities
• Leadership boards & councils
• Reunion and club committees
• Events
• Mentoring
• Human and financial resources
Development Model

- Identification (First Date)
- Cultivation (Dating)
- Solicitation (Engagement)
- Stewardship (Marriage)
Identification (First Date)

- Getting to know you (Are we compatible)
- Interests vs. institutional priorities
  - How do we align both
- Capacity (if any)
- Engagement
Cultivation (Dating)

- Somewhat or nearly engaged
- Discreet set of narrow interests
- Capacity and or “trial gift” amount known
- Meet with students, institutional leaders
Solicitation (Engagement)

- Trust obtained
- Engagement was fruitful & rewarding
- Likes long walks on the beach & is agreeable to 2.5 kids and a dog
- Solicitation is narrowly focused; amount is right; designation is aligned with donor interest and institutional priorities
- “Yes” or “no” or “let’s keep dating”
Stewardship (Marriage)

- Commitment
  - Better or worse
  - Good leadership or not
  - Personnel transition or not
- First gift is investment
- Trust
- Impact
- Relationship building
Development Model

- Identification
- Stewardship
- Cultivation
- Solicitation
Advancement Model

Identification ➔ Trust ➔ Communication

Solicitation ➔ Cultivation ➔ Engagement

Stewardship
Process Overlay

- Trust
  - Identification
- Communication
  - Cultivation
  - Stewardship
- Engagement
  - Solicitation
  - Stewardship
  - Both
Process

Trust

Communication

Engagement

Alumni Interest in giving time and/or money

Alumni interest v. Institutional priorities

Intended Impact of alumnus/a

Time

Money

Both
Student Engagement

• Why?
  – Affect student experience
  – Most likely to volunteer
  – Most likely to give
    • Especially those on financial aid
    • Student Leadership

• How
  – Utilize alumni (cultivation/engagement)
    • Mentoring
    • Speaker Series
  – SBA Alumni Relations Committee
  – Ambassadors at alumni events
  – Help with student event alumni interactions

• Goals
  – Habitual giving
  – Understanding of the “why” to give
  – Help inspire others
  – Graduating class gift
Student Engagement

• Student Events
  – Alumni Association at Orientation
  – Fireside Chat Speaker Series
  – BLSA, LLSA, SFPIF
  – Intro to alumni association lunch
    • Engagement opportunities
    • Gather data (contact info, areas of interest, etc)
  – Alumni association at convocation
  – Bar Exam Presence
  – Post Bar Party

• Student Philanthropy
• Student Stewardship
  – Beneficiaries
    • Scholarships
    • Annual fund
    • Faculty funds
    • Campus Environment
Case Study: Young Alumni Donor Reception
Case Study: *Stories from the Clinic* and Clinic Challenge

**Bluhm Legal Clinic Challenge**

- **Participation Drive**
  - **71 Donors**
  - 236% towards goal of 30 Donors
  - $11,155.00 Raised

**Project Owners**

*PROJECT HAS ENDED*

Project ended on May 20, at 11:59 PM CDT

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Alumni Engagement

- Needs of alumni, not necessarily institution
- Strengthen relationships among alumni
- Facilitate relationship between alumni and institution
- Identification/Qualification
- Direct them to be engaged based on interest
- Strategic feedback and leadership
- Raise profile of institution
- Help with student activities/engagement
Alumni Relations Staff

• Bring in the herd! – Beginning of the pipeline
• Conduct Engagement, Identification/Qualification, stewardship visits
• YES---Solicitations in some cases
• Strategic engagement plans for individual alumni
By providing opportunities for students and young alumni to interact in impactful and meaningful ways – directly affects students experience which puts them in the pipeline to be great volunteers, remain engaged with the school and more likely to give as alumni.

With this in mind….

Goal: To design events that provide students with an opportunity to hear from and interact with motivating and inspirational alumni about their law school experience and career trajectory in a casual setting.
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Volunteer Engagement Opportunities

Career Volunteer
Law 101 Panels (1L) A series of five panel discussions focusing on litigation, transactional practice, intellectual property, public interest, and international law. Each panel consists of 4-5 attorneys in the same practice area at a variety of employment settings. Panels describe their practice area in detail, including the typical day, the types of cases and the work they do, and their career development to date. Panels can speak one-on-one with interested students during and after the panel and pass out their business cards.

Mock Interview Program (1L) Students are paired with an attorney from a private firm, government agency, or public interest employer for a 20-minute mock interview, followed by 10 minutes of feedback.

TIME COMMITMENT / 20-30 MINUTE SESSIONS

Firm & Corporate Representative
As part of the Firm & Corporate Alumni Challenge competition, the Firm Rep rallies the participation of alumni at their firm or corporation in support of the Law School Fund. Participating firms and corporations benefit by enhancing their recruitment profile and visibility at the Law School through this program.

TIME COMMITMENT / MINIMAL, APPRECIATES COMMUNICATIONS FROM THE LAW SCHOOL TO ALUMNI AT YOUR FIRM ONCE OR TWICE PER YEAR, SHARES UPDATES AND INVITATIONS FROM THE LAW SCHOOL, AND SOLICITS ALUMNI FEES IN AUGUST DURING THE FIRM & CORPORATE ALUMNI CHALLENGE.

Reunion Committee
Committee volunteers assist with planning class-specific events, recruit classmates for the committee, solicit classmates for the reunion class gift, and attend reunion weekend.

TIME COMMITMENT / VARIOUS DATES, DURATION VARYING ON ACTIVITIES

Affinity Group Volunteer
As a member of the Law School community, you can connect to over 15,000 alumni worldwide through special interest alumni clubs such as BBA, BIJA, OUTLaw, LLM Talk, and others. It’s a great opportunity to network with others who share your interests and participate in activities that are of interest to you. Your group has an active network of alumni, officers, and board members.

TIME COMMITMENT / VARIOUS DATES, DURATION VARYING ON ACTIVITIES

Moot Court Judge
Moot Court programs are an important part of legal training at Northwestern Law. They prepare students for and allow them to participate in appellate arguments. In the Ablyn Moot Court Program (required for first-year students), students present a professional-level written brief and argue the case against fellow students before an appellate court composed of alumni and faculty.

In the second year, students may participate in the annual Julius H. Miner Moot Court competition, a program in appellate advocacy that is administered by third-year students with faculty supervision. Students argue up to four rounds before a panel of Judge and attorneys. The final argument is conducted before the student body, faculty, and a panel of distinguished judges.

TIME COMMITMENT / 1-2 HOUR SESSIONS

Dinner by the Dozen
Host a small group of students for dinner at a location of your choosing, whether at your home, favorite restaurant or at the Law School. You may host alone or co-host with a classmate. Hosts will be given a small gift certificate for documented dinner expenses.

TIME COMMITMENT / 1-2 HOURS

Alumni Interviewer
Alumni Interviewers play an integral role in helping the Admissions Office achieve its goal of interviewing as many applicants as possible. Alumni outside the Chicago area will be assigned to conduct up to four interviews during the interview season, which runs between October 1 and January 31 each year. Alumni in Chicago are invited to participate in an on-campus interview program that takes place on Saturdays throughout the interview season.

TIME COMMITMENT / UP TO FOUR 30-60 MINUTE SESSIONS

Speaker at Fireside Chat
Alumni speaker series designed to provide students with an opportunity to hear from motivating and inspirational alumni about their law school experience and career trajectory, followed by a networking reception.

TIME COMMITMENT / 30-45 MINUTES

Speak at Student/Alumni Event
Deliver keynote and/or panel remarks on a timely topic or relevant subject at a student or alumni event.

TIME COMMITMENT / 30-45 MINUTES

If you are interested in volunteering or receiving more information contact us at: law-alumdev@law.northwestern.edu, (312) 503-7609 or Christine Breakey at christine.breakey@law.northwestern.edu.
Examples from Northwestern Law

- Alumni Club Participation at Student Events
- Fireside chat and other speaker series
- Targeted affinity groups
- Student Leaders on the AR Committee
- Countdown to convocation events – paired with Admissions and Career Services
- Post Bar Presence and Post Bar Party
- Dinner by the Dozen
- New Student Orientation
- Young Alumni on Reunion Committees
Impact

- Students feel they are part of the alumni community from the moment they are admitted into the Law School
- Students are provided with exclusive opportunities to network
- Alumni show support – students show impact
- Exclusive donor community – specific social events that show the element of philanthropy
- Participate in leadership roles and provide a voice for fellow students
- Enjoy broad support
- Engagement events provide a successful partnership/experience and put students in the pipeline to be impactful volunteers and philanthropic donors
Impact philanthropy

- Reunions
  - Key activity
  - Reunion giving
- 14 Alumni Clubs with over 40 events year
- Alumni events
- Group v. Individuals
- Recognition
- Trust
- Communication
- Engagement
Results

- Alumni Give Regularly
- Alumni Give to Priorities
- Alumni Give in Usable Ways
- Alumni Increase Giving
- Alumni Give to their Capacity
- Alumni Spread the message
- Alumni Bring Others Along
Questions?