# Table of Contents

- **Report Objectives** ................................................................. 01
- **Millennial Alumni** ................................................................. 03
  - Data .................................................................................. 05
  - Giving Psychology ............................................................... 14
- **Marketing + Communications Strategies** ................................. 23
  - Overview ............................................................................ 24
  - General Tips ......................................................................... 25
  - Online Community .............................................................. 26
  - Switchboard ......................................................................... 30
  - Website ............................................................................... 37
  - Stewardship + Annual Giving ............................................... 42
  - Digital Marketing Strategies ............................................... 50
  - Comets Care ......................................................................... 61
  - Infographic ........................................................................... 68
  - Social Media Tips .................................................................. 69
  - Traditional Marketing ........................................................... 71
  - Alumni Booklet ..................................................................... 75
- **Key Takeaways** ....................................................................... 88
- **Sources** .................................................................................. 89
REPORT OBJECTIVES

LEVERAGING NEW MARKETING AND COMMUNICATIONS STRATEGIES TO CULTIVATE LONG-TERM RELATIONSHIPS AND IMPROVE THE CULTURE OF GIVING AMONG UT DALLAS GRADUATES
OVERVIEW

The UT Dallas Office of Development and Alumni Relations has historically been successful in communicating with alumni and major gift prospects through traditional means, such as events, phone calls, mail and email outreach. These strategies are integral to the work of the Office of Development, and can be further aided through digital marketing tools as well as new communications approaches that can better appeal to the perceptions and motivations of our target audience.
MILLENIAL ALUMNI

PSYCHOLOGY, GIVING CULTURE AND MOTIVATIONS AT UT DALLAS AND BEYOND
MILLENNIALS: AN OVERVIEW

The Millennial generation is a demographic cohort characterizing a group of individuals aged 18-35. In order to position a marketing strategy towards this demographic, it is first important to understand the following:

1) The current trends surrounding millennial alumni giving at UT Dallas
2) The giving psychology of young graduates, including barriers and motivators
#1 DATA AND GIVING TRENDS*
FOR UT DALLAS ALUMNI

*Graphical information pulled from the Raiser's Edge database can vary depending on the financial metrics defined; data in this report was acquired and approved for accuracy by the Director of Data Services at the UT Dallas Office of Development and Alumni Relations
90,000+
UT Dallas graduates as of July 2017

39,213
Millennial UT Dallas graduates as of July 2017

2%
Average alumni giving rate* for UT Dallas FY13-17 ¹

6%
Average alumni giving rate** among national public institutions ²

*The giving rate was calculated by dividing the total number of alumni donors by the total number of alumni (not counting those deceased).

**It is uncertain whether or not this percentage takes into account the number of donors or the number of gifts, divided by the total alumni count.
The number of gifts is declining yearly among millennial alumni at UT Dallas. While the 2017 fiscal year has not yet concluded, we see a steady decline in the number of gifts within the past 4 years.
Graph #1

NUMBER OF GIFTS PER FISCAL YEAR AMONG ALUMNI AGED 18-35

It is important to note that the sum value of the total gifts per fiscal year may not necessarily decline as the size of the individual gift varies. However, it is still necessary to monitor these trends as we consider our objective: to ensure a higher likelihood of giving for our graduates over time.
Graph #2

AN INTERESTING TAKE: DOLLARS GIVEN AMONG ALUMNI AGED 18-35

While both the number and total dollar value of young alumni gifts have been decreasing, the total value of those gifts increased in 2017. This year, UT Dallas saw a major spike in the number of dollars raised from millennial graduates. This is likely due to the implementation of our first ever (branded) annual gift campaign, #CometsGive.

The overall quantity of gifts is still low (see Graph #1), but it is clear from this data that the quality of those gifts has dramatically increased. This tells us that the few young alums who were affected by the campaign gave a sizable gift. Imagine, then, the fundraising potential for UT Dallas programs if the number of engaged donors were to increase. Through strategic marketing initiatives, we hope to increase the quantity of donors for gifts of any size, because engagement, at any level, can be a promising pipeline for future giving.
Graph #3

NUMBER OF GIFTS PER FISCAL YEAR AMONG NON-MILLENNIAL ALUMNI

Increasing overall alumni engagement is also an objective, as we see declines in giving rates regardless of generational demography among UT Dallas alumni. (Again, please note that the 2017 fiscal year has not yet concluded as of July 2017.)
Graph #4

AN INVERSE CORRELATION

As the number of millennial alumni increases, the number of non-traditional graduates decreases annually.
Graph #4

**WHAT DOES THIS MEAN?**

It is important for a development office to consider the evolution of their alumni body over time. As this trend continues at UT Dallas, it is imperative that we continue to tailor our communications strategies in order to appeal to this growing demographic of future philanthropists.
Graph #5

Another Perspective

Further supporting the importance of an evolving communications strategy, 95% of our most recent graduating class (2017) were millennials.

Just 5 years earlier, only 84% of our graduates were young alumni.
#2 GIVING PSYCHOLOGY

MILLENNIAL ATTITUDES TOWARDS PHILANTHROPY
of millennials made a charitable gift in 2014, according to the *Millennial Impact Report*. 4

of millennials surveyed in the 2015 *Millennial Impact Review* want to use their skills to volunteer for their alma mater. 5
MILLENNIAL MOTIVATORS

Contrary to the idea that millennials are self-absorbed, research indicates that they are actually giving at rates on par with adults nationwide. However, their motivations for doing so differ from those of previous generations. Young alumni are far less likely to give out of a sense of loyalty than their parents or grandparents. In a robust study of 70,000 graduates by Alumni Pulse, "only 27% of millennials cited “obligation” as a top motivator for giving, compared to 50% of Baby Boomers."
IMPACT-DRIVEN

Millennials are more likely to be motivated by the impact that they believe their gifts will make. Young alumni respond to storytelling and feel motivated to give based on their knowledge of how and where their dollars are used. With growing competition from nonprofits and other organizations, it is important for our development office to bear in mind how millennials differ in their approach to giving compared to their older counterparts. Equally as important is that our communications strategies be tailored to meet these needs.
3% of millennial alumni have given back to UT Dallas in the form of a gift in the past 5 years.

2% of the overall alumni body has given back to UT Dallas in the form of a gift in the past 5 years.

Given this information from Raiser's Edge, we know that millennials are not disinterested in giving, nor are they giving less when compared to their older counterparts. We know that we may be facing a high potential ROI if we can better appeal to this target demographic of 40,000 untapped young alumni.
"As alumni become more concerned with the impact of their gift, higher education will need to behave more like other successful non-profits by creating a strong brand reputation and demonstrating the impact of gifts."

This could call for the use of more info-graphics, for example, that describe exactly how the dollar is used and whose life it will impact. Most importantly, the "brand" will need to tell a story about its impact that meets young alumni on a personal level.

In addition to creating engaging creative appeals that demonstrate impact and storytelling, universities must understand how to work around the four most common barriers to giving that are cited by young alumni.
4 Complaints Lodged by Young Alumni

Young alumni giving rates are low. Here are their four most commonly cited reasons for not giving.

**You Only Call When You Want Money**
Many young alumni feel like they only hear from their alma mater when they’re being solicited.

**What Are You Doing for Me?**
Young alumni who donate want to feel like they’re getting something in return. They aren’t always motivated to give out of duty to their alma mater.

**I Already Paid You What I Owe**
Young alumni with large student loans often feel bitter when they’re asked to give.

**I Don’t Know Where My Money Is Going**
Young alumni want to know what impact their gift will have. When they know how they’re contributing, they feel more connected to their alma mater.

*Adapted from switchboardhq.com
KEY TAKEAWAYS

Young alums may find it difficult to give back to their institutions after graduating, either because of the burden of student loan repayment, geographical barriers, or because they are simply unsure of how to engage. According to The Chronicle of Philanthropy, “crafting attractive and engaging online appeals, educating students and young alumni about philanthropy, and [first] asking alumni to volunteer instead of donating” are all effective ways to combat these issues while also developing institutional affinity (8). These strategies will help strengthen campus loyalty for both students and alumni, acting as a natural driving force towards philanthropic giving over time.
DIGITAL AND TRADITIONAL

MARKETING + COMMUNICATIONS STRATEGIES
Many of our development communications pieces use language that is either static (versus actionable) or play on the mistaken assumption that millennial alumni feel a sense of obligation to give to their alma mater.

It is necessary to enhance any lacking appeals through improved storytelling, and by making our language more explicit, actionable and impact-centered on digital and traditional platforms. Incorporating new strategies may also be helpful in reaching our target audience.
GENERAL TIPS

EMAIL
Currently, our email click-through rates are low. Show impact of giving explicitly, using info-graphics, active language, and attractive design.

BLOG
Encourage user-generated content by giving alumni the opportunity to share their perspectives through the *UT Dallas Magazine* website, which is currently only staff-run. Incorporate a feed into the Alumni Relations website that features alumni-specific stories and filters out general campus news from the *UT Dallas Magazine* page.

VOLUNTEERISM
Drive young alumni towards volunteerism before attempting to engage them in philanthropic giving. The volunteer tab on the Alumni Relations website is currently out of date. Update this section with current opportunities and showcase testimonials with photographs of previous alumni who have volunteered.
ESTABLISHING AN ONLINE COMMUNITY

CONNECTING YOUNG ALUMNI TO UTD, CURRENT STUDENTS AND EACH OTHER SEAMLESSLY
Establish a one-stop shop for alumni and students through an alumni engagement app that works in synergy with JindalConnect, the Career Center, and the Comet Advisory program. All three of these resources work separately from each other to accomplish the same task: connect alumni and students.
The UT Dallas Career Center currently employs a mentorship program, but it is ineffective, as it does not follow up with alumni by connecting them with students after they have signed up. Additionally, the Career Center does not market their programs to students so that they may sign up to be paired with an alumni mentor once they become available. Career Center-run mentor programs are both time consuming and difficult to maintain from a staff perspective, rendering them ineffective at many universities across the country.
ESTABLISHING AN ONLINE COMMUNITY

JINDAL CONNECT PLATFORM

JindalConnect, a LinkedIn of sorts for the Jindal School of Management, only connects business students and alumni, leaving a large base of students outside of that school without a resource. It is also not designed to post content in a bulletin-or feed-like format for students or alumni who would like to connect less formally than through direct message.

COMET ADVISORY PROGRAM

The Comet Advisory program is a new, entirely alumni-run mentorship service that is experiencing difficulty in growth because it does not receive information from the university in order to expand and diversify its alumni database. Additionally, they are having trouble marketing their program to more students and alumni without support from the university due to bandwidth. The program is very labor-intensive in that it always requires a middleman for recruitment, introduction and supervision.
INTRODUCING SWITCHBOARD

A NEW, CENTRALIZED RESOURCE

UT Dallas does not have an alumni association due to its brief history, and would greatly benefit from a resource that is both centralized and easy to use. A resource like Switchboard, a website and app that acts as a social platform for young (and old) alumni, actually relieves university staff of tasks, decreasing their responsibilities in terms of the maintenance that is involved with keeping up with a mentorship database.
THE #1 ALUMNI ENGAGEMENT PLATFORM

- Allows alumni, students, and the UT Dallas community at large to "ask" for any need (formal or informal) or "offer" opportunities
- Instantly connects thousands of constituents to each other, eliminating the middleman
- Does not replace old services, but rather works in synergy
- Easy-to-use news feed interface mimics that of Facebook, providing an addictive and instant content stream with constant, new discoveries
- Adds value for all

HOW WE DO IT

Switchboard doesn’t replace anything you currently use—it fills the cracks between your existing tools and programs and makes it easier than ever for students and alumni to connect.

1. THEIR NETWORK, ANYWHERE
   Switchboard provides a centralized place for students and alumni to ask for and offer jobs, mentorship, advice, and connections.

2. TRACK & REPORT YOUR RESULTS
   We track every connection and success so you can measure and share your progress with your colleagues.

3. BOOST GIVING & ENGAGEMENT
   Switchboard’s donor intelligence and unparalleled adoption rate help you send smarter, more targeted solicitations.
A major factor in a student’s selection of their alma mater is the quality of connections that the institution can provide; ultimately, that is what will secure employment over education. Oftentimes, universities with high perceived connection potential are chosen over those with a known commitment to higher quality education.

Fortunately, UT Dallas has already grown a robust and successful alumni community. Now, it is our job to honor our young and future constituents’ commitment to UTD by eliminating the obstacles that are currently preventing them from optimally accessing this network. Above all else, connecting the Comet community should be the number one priority, since it is our precursor to campus affinity, and thus, giving.

Your alumni network is an underused asset. We can fix that. Switchboard strengthens your institution by connecting students and alumni with one another on their own time and terms.

- Reach thousands of constituents with a fraction of the work you do now.
- Add value to graduates’ degrees by giving them a world-class network.
- Make it easy for students and young alumni to find mentors.
- Generate connections that are both meaningful and lucrative.
Welcome to the Switchboard for
Reed

Search by keyword

Show Filters

OFFER by Nathan '13 on August 30th 2016 in Job / Internship

I did the Shansi Fellowship, and so can you...
... if you are a graduate from the College or Con from 2014, 2015, 2016, or 2017. I graduated in 2013 with a degree in Neuroscience and French. After spending a...

OFFER by Patricia '16 on August 26th 2016 in Job / Internship

Open Position at Rady Children's Hospital San Diego Healthy Development Services

Hi, ladies! The awesome organization I am working for, Rady Children's Healthy Development Services, is looking to hire a Research...

ASK by Jodi Borger '90

Son of alum seeking film internship

I am 1990 graduate. My son will be a junior at DePaul in Chicago. Looking for summer internship in Chicago in film. Anything in the industry but prefer editing or other post

POSTED ON DEC 24, 2016

ASK by Liv Scott '17

Liv '17 seeks career advice

Hello Oberlin Community,
I am a graduating senior, and I was wondering if anyone has advice in getting jobs in the field of biomimicry, urban planning, systems...
The best asks are cordial and specific. Write a descriptive post title and be explicit about what you’re looking for. The clearer you are, the better other members of the Santa Clara University community will be able to help you.
FIND EXACTLY WHAT YOU'RE LOOKING FOR

<table>
<thead>
<tr>
<th>CATEGORY:</th>
<th>TYPE:</th>
<th>SORT BY:</th>
<th>LOCATION:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advice</td>
<td>Job / Internship</td>
<td>Most Relevant</td>
<td>Anywhere</td>
</tr>
<tr>
<td>Graduate School</td>
<td>Housing / Relocating</td>
<td>Most Recent</td>
<td></td>
</tr>
<tr>
<td>Goods and Services</td>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMMUNITY AFFILIATION:</th>
<th>CLASS YEAR:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumnus/a</td>
<td>Select</td>
</tr>
<tr>
<td>Faculty</td>
<td>Add range</td>
</tr>
<tr>
<td>Parent</td>
<td></td>
</tr>
</tbody>
</table>
Set up

ALERTS

One of the most useful features of Switchboard is Alerts—you can set up custom email alerts so that when posts that would interest you hit the site you’re the first to know about them. Create an alert for each of your interests!

<table>
<thead>
<tr>
<th>POST TYPE:</th>
<th>SUB-CATEGORIES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASKS</td>
<td>JOB / INTERNSHIP</td>
</tr>
<tr>
<td>OFFERS</td>
<td>ADVICE</td>
</tr>
<tr>
<td></td>
<td>HOSTING / HOUSING</td>
</tr>
<tr>
<td></td>
<td>RIDES</td>
</tr>
<tr>
<td></td>
<td>GOODS</td>
</tr>
<tr>
<td></td>
<td>OTHER</td>
</tr>
</tbody>
</table>

**ALERT ME TO POSTS ABOUT:**

Llamas

**Location:**

Portland, OR

**Frequency:**

- **WEEKLY**
- **MONTHLY**
- **IMMEDIATE**

**CREATE ALERT**
ALUMNI RELATIONS WEBSITE

SUGGESTIONS FOR IMPROVEMENT
Create clear, explicit, and actionable messaging, versus a static user interface that appears largely informational. Even small tweaks can make a difference, such as changing the “Giving” tab to say “Give.” Consider repurposing the website to include an “Engage” tab that includes volunteering, mentoring, and events all under one tab.

Transform our website into a place where both alumni and students can engage using “find a mentor” and “become a mentor” tabs, which drives webpage visitors to the Switchboard platform.

Showcase regional representatives through a living page that features an interactive map with pin drops. Expand from the current view of the United States to include a world map to cater to our many graduates who are international. Alumni can then choose a location on the map, select a pin drop, and find a detailed profile of the regional representative, including a picture and information on their background (example on next page). This will both establish legitimacy and make the regional representative program more personable, increasing the likelihood of engagement between graduates in different parts of the world.

Showcase alumni chapters through pictures and success stories that live permanently on the page for visitors to see. In an upcoming page, we see how static and impersonal the chapters page is currently.
Our Alumni Thrive

20,000+ students worldwide in over 80 countries across the globe

READ OUR STUDENT STORIES

Student Stories

A digital certification from the Digital Marketing Institute can empower you with the skills and knowledge you need to take control of your career and maximize your potential – just ask our students!

Davin Kelly
Professional Diploma

Roisin Milmo
Postgraduate Diploma

Gavin O’Leary
Postgraduate Diploma
## Alumni Relations Website

### Current State of Alumni Chapters

**Section - Impersonal**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Chapters Based on Geography</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Austin</strong></td>
<td>For UT Dallas alumni who live in the Austin, TX area. Leadership:</td>
</tr>
<tr>
<td></td>
<td>Clint Miller BS'00, MS'02</td>
</tr>
<tr>
<td></td>
<td>Lacey Miller BA'08</td>
</tr>
<tr>
<td></td>
<td>J. Amber Ahmed BA'07</td>
</tr>
<tr>
<td></td>
<td>Christina Long BA'05</td>
</tr>
<tr>
<td></td>
<td>Stephanie Foster BA'07</td>
</tr>
<tr>
<td></td>
<td>Facebook: UT Dallas Austin Area Alumni Chapter</td>
</tr>
<tr>
<td><strong>Bay Area</strong></td>
<td>For UT Dallas alumni who live in the Bay area.</td>
</tr>
<tr>
<td></td>
<td>Leadership:</td>
</tr>
<tr>
<td></td>
<td>Shikha Mittal MBA'03</td>
</tr>
<tr>
<td></td>
<td>Sahil Goyal MBA'11</td>
</tr>
<tr>
<td></td>
<td>Deborah Rohleder MS'12</td>
</tr>
<tr>
<td></td>
<td>Rajesh Somavarapu MS'14</td>
</tr>
<tr>
<td></td>
<td>Facebook: UT Dallas Bay Area Alumni Chapter</td>
</tr>
<tr>
<td><strong>Beijing, China</strong></td>
<td>For UT Dallas alumni who live in Beijing, China area.</td>
</tr>
<tr>
<td></td>
<td>Leadership:</td>
</tr>
<tr>
<td></td>
<td>Josie Yi Yi Fan MS'14</td>
</tr>
<tr>
<td></td>
<td>Celine Xi Zhang MS'14</td>
</tr>
<tr>
<td></td>
<td>Grace Menguuan Lu MS'14</td>
</tr>
<tr>
<td></td>
<td>Ojing Fang MS'13 BA'86</td>
</tr>
<tr>
<td></td>
<td>May Yinmei Hong MS'13</td>
</tr>
</tbody>
</table>
SUCCESSFUL EXAMPLE OF ALUMNI CHAPTER PERSONAIZATION: DERIVED FROM THE UT DALLAS CHINESE ALUMNI NETWORK WEBSITE
STEWARDSHIP AND ANNUAL GIVING

WEB, EMAIL & DIRECT MAIL IMPROVEMENTS
Dear Jiana,

Thank you for your gift to UT Dallas! Your support plays a critical role in the University’s success.

The following information was recorded about this gift:
Today’s date: 7/26/2017
Amount: $5.00
Designation: Center for BrainHealth
Payment Method: Credit Card

You have made this gift in honor of N/A.

Your gift is deeply appreciated. You are advancing faculty research, supporting students, and helping to develop intellectual capital across the region. Without you, this would not be possible. Thank you!

Kyle D. Edgington, Ph.D.
Vice President for Development and Alumni Relations
The University of Texas at Dallas

On behalf of all of us at UT Dallas, thank you for your generous gift. If you have questions, please contact UT Dallas Development and Alumni Relations at (972) 883-2295.

MORE ON EMAIL STEWARDSHIP:
While it would be impossible to send a personalized note to each donor, consider creating various email templates that cater to each program or initiative on campus. The email above is generic and is not specifically tailored to express the impact of the gift for the Center for Brain Health itself. Rather, it briefly suggests the gift’s impact to the university at large. Help donors feel more personally stewarded by tailoring thank you emails and letters towards the cause they feel passionate about. This will in turn drive the likelihood of giving again in the future.
This solicitation email can be improved in several ways. Begin by diving deeper into the impact of the million dollar investment possibility; that seems like a lot of money, but where exactly is it going and what does it mean? Whose life will change because of that amount and in what way(s)? The message claims that "gifts of any size add up to a big difference," but there is not much clarity around this statement.

The "Give Now" button links to the UT Dallas giving page. However, it does not seem to at all answer these lingering questions.
A phonathon email for a prospect seeking more information about "the various ways in which [they] can support UT Dallas" is referred out to a generic giving website (next page), which contains no detail about any of the departments listed.

Consider making the re-direct link arrive at a landing page that employs storytelling, framing each department as a "cause" with an explicit, immediate impact per gifted dollar.

Hi, Fang this is Amanda, a comet caller from UT Dallas. As requested, I'm forwarding you additional information on the various ways you can support UT Dallas.

Gifts from alumni such as yourself provide first-class educations, spark innovative research and offer opportunities to the next generation. With every dollar, donors are investing in transformative learning experiences for current and future UT Dallas students.

Thank you for your support. Together, you and UT Dallas are changing the course of countless tomorrow.

Whoosh!

Bethany Yates | Phonathon Coordinator
Office of Development and Alumni Relations
The University of Texas at Dallas
800 W. Campbell Rd, SPN10 | Richardson, TX 75080
(972) 883-5345 | bethany.yates@utdallas.edu
utdallas.edu/cometcall
All three of the previous emails link to this page, where little to no background is given on the causes or how donor gifts will impact the chosen program.

It is imperative to make this page much more interactive and informational. See the annual giving website, #CometsGive, shown in the next slides for inspiration on how to improve the UT Dallas general giving portal.
In contrast to the general giving page, the #CometsGive2017 annual giving website displays causes in a clickable format, linking to more detailed posts found in the next page.

A suggestion for these expanded posts is to be more direct about the impact. For example: "Your dollar will go immediately towards funding research on family intervention programs, as well as children's books that will help adolescents improve their social and cognitive development."

Going even further than that example, imagine this impact statement: "An investment in research is an investment in treatment, which can create a lifetime difference for a child. Your gift will help make that difference." Even a short blurb demonstrating impact through an ethos appeal would be a stark contrast to the currently impersonal drop-down list found on the previous page.
The Center for Children and Families (CCF) is a research and outreach center that provides families with education and support to foster their resilience and success. CCF’s mission is focused around three key initiatives: parenting healthy children, strengthening interpersonal relationships, and enhancing thinking and learning.

In the CCF Annual Forum and Spring Lecture Series, we share the latest research with diverse audiences working to promote children’s healthy development. Translating this research into innovative practice, CCF implements outreach programming to promote strong foundations for developmentally at-risk children.

Our Crece Conmigo (Grow With Me) program provides developmental screenings for children ages 0–5, developmental guidance for their parents, and referrals for needed intervention services when delays and disabilities are identified.

Juega Conmigo (Play With Me), our dual-generation playful learning program for children ages 0–3 together with their parents, fosters self-regulatory behavior, learning skills and promotes growth-promoting parent–child relationships at five program sites in high-need communities.

Please consider making a gift in support of the center’s educational and outreach activities.
EMPLOYS ENGAGING LANGUAGE

UT Dallas can further improve its Annual Giving page by utilizing more engaging language, such as that found on the front page of Columbia University’s giving day page. Their use of terms like, "change lives and change the world" is effective storytelling, and complements their "find your cause" wording at the bottom of the page.

THANK YOU!

Columbia, and our collective impact—14,269 gifts and $14,560,943 on Giving Day 2016—changes lives and changes the world.
DIGITAL MARKETING STRATEGIES

PAID ADVERTISING, VIDEO MARKETING AND MORE WEB TWEAKS
TARGETED ADVERTISING

Meet young alumni where they are already at: online. Expand on the free social media tools that we currently use by implementing advanced paid advertising platforms. Utilize Facebook Power Editor and LinkedIn geographic advertising to better reach graduates for Senior Send-Offs and other alumni events. These resources can be low-cost and extremely effective at reaching targeted audiences directly, based on industry, location, and email addresses associated with social accounts.

Power Editor: Geographic targeting + using emails to directly advertise to individuals; ability to create different segments based on age, location, and email address

LinkedIn: Geographic targeting + ability to advertise to alumni in specific industries
VIDEO MARKETING (GIVING DAY)

On April 4th, 2017, UT Dallas launched its first ever giving day campaign. Part of the marketing behind this campaign was a short video narrated by UT Dallas President, Richard Benson. The Facebook analytics behind this video showed a high number of views but a short collective viewing time. In order to improve these metrics, some considerations can be taken into account.
**SUGGESTIONS:** Next year, offer the perspective of students who have either given or are interested in giving to a certain cause. Show footage of current students and alumni engaging versus the campus-wide appeal from President Benson urging students to engage. Use video marketing as a tool to educate students about campus giving, and to showcase student and young alumni involvement at the philanthropy pop-up events that will launch in Fall 2017.
VIDEO MARKETING (LEGACY LANE)

Video marketing is frequently cited by news sources as a booming industry for social media platforms. It is especially skyrocketing on Facebook, a platform that will automatically playback silent videos as its users scroll through their news feed.

In the screenshot, we see the highest organic reach among recent posts for a video spotlighting Legacy Lane (the campus walkway lined with bricks featuring messages from alumni), further speaking to the importance of video storytelling.
VIDEO MARKETING (LEGACY LANE)

Taking a closer look at the video performance analytics, we see that the 45-second video had a 6-second average watch time. This tells us that, despite an interest in the video format, the attention span for the video was low. Suggestions for the future are to tweak the technique of the storytelling.

For example, the video could feature more face-to-face interaction using personal accounts of individuals who have purchased a brick for Legacy Lane, sharing what it meant to them. This would show rather than tell alumni that graduates just like them have taken their own walk down "memory lane". The video features workmen who are installing the bricks, but can do more to appeal to alumni personally.
LEGACY LANE: A FURTHER LOOK

The link from the video on social media takes viewers to a page on the UT Dallas giving website (see next slide).

This page does not continue the storytelling that is found in the video. Rather, it is a transactional page that allows you to purchase a brick without any background information. This page is problematic for several reasons:

- **First**, it breaks the narrative that was initially introduced in the social media video, which does not continue to engage an interested buyer.
- **Second**, it fails to reiterate any further information on Legacy Lane for page visitors who may have questions about the campus walkway after watching the short video.
- **Third**, the page mentions "[making] an impact" (see red box) but does not explain what kind of impact is made, or even that the proceeds from purchasing a brick go on to support campus programs. In fact, 100% of the proceeds go on to support the campus in a myriad of ways. This is a major potential selling point that is missed completely on the website.
Legacy Lane Order Form. Please include engraving request in the box below. Maximum 16 characters per line, 3 lines for each brick ordered. Spaces and punctuation are included as characters. Text will be capitalized and center justified on the brick.

**Donation Information**
- Amount: One personalized brick $ 100.00

**Additional Information**
- Type of gift: One-time gift
  - Recurring gift
  - Pledge (installments)
- Corporate: This donation is on behalf of a company
- Anonymous: I prefer to make this donation anonymously

**Comments:**

**Legacy Line 1:**

**Legacy Line 2:**

**Legacy Line 3:**

**Planned Giving:** Send information about gift planning.

**Billing Information**
- Title:
- First name:
- Last name:
- Country: United States
- Address Line:
LEGACY LANE WEBSITE: SUGGESTIONS

The page is also problematic in that it does little to educate on the Legacy Lane program for website visitors who come across the page through a different avenue (i.e., those who are not redirected from social media).

The storytelling and informational gaps that are missing on the Legacy Lane page are actually found scattered across different UT Dallas web pages (see next slides). A suggestion would be to integrate the information found on these pages onto the main site for Legacy Lane. The web page update should even include the video as a sort of archive; since the video was only shared once on social media, it will likely not be viewed again, despite its storytelling narrative and potential to engage future customers.

The Legacy Lane page also has the major opportunity to make potential buyers feel more like donors. Be transparent about the fact that a brick purchase is a charitable gift that goes towards students, rather than appearing as though it is a revenue-generating transaction for the institution.

Through these website tweaks, landing pages from social media channels can much more effectively engage our alumni.
The Alumni Link, a monthly e-newsletter, once featured a story on an alumnus who proposed to his girlfriend through a Legacy Lane brick.

This story is buried deep in the archives of the Alumni Link section of the Alumni Relations website. However, it would be a great storytelling piece to add onto the Legacy Lane web page itself, either as a link or a small feature.

To mitigate the transactional feel of the current Legacy Lane website, it might also be better to remove the purchase form entirely, turning it into a central button that reads "create your brick" instead. From there, the Legacy Lane website can act as a "living page", featuring more information on the program, brick stories, and the philanthropic impact that brick purchases make for current students.
The information about Legacy Lane that is highlighted in the red box is not currently present on the actual Legacy Lane web page. This is an important blurb that should be included on that page in order to educate page visitors about the program in case they are not visiting the page from a redirecting site or social media.
COMETS CARE

RINGING ALUMNI BACK TO CAMPUS AND ENGAGING CURRENT STUDENTS THROUGH A CAMPUS PHILANTHROPY MOVEMENT
Comets Care is a budding campus philanthropy movement that aims to engage students, faculty, staff, and alumni in campus giving through education and events. The Annual Giving team at UT Dallas plans to host monthly "pop-up" events, specifically, that will educate Comets about philanthropy. These events will involve or require:

- Educational flyers
- Freebies/giveaways
- Props for photos to be shared on Facebook and Instagram
- Snapchat geo-filters

Through these events, in conjunction with social media hype, we hope to engage current students and develop a stronger culture of giving on campus. Since student engagement is a pipeline to alumni giving, this will also be an event open to graduates and will serve as a long-term investment in all Comets.
Currently, the way that we engage young alumni and students is through email outreach and the occasional feature on the Alumni Relations social media channels. Since the Alumni Relations pages support but are not directly geared towards philanthropy, the Annual Giving team has found it difficult to push their programs out to the public with adequate frequency.

**Thus, there is a strong need for Annual Giving to have its own online presence through separate web, Facebook and Instagram pages.** A presence on these platforms would create a space for the Annual Giving team’s many programs:

- Monthly pop-up events
- The #CometsGive 2018 campaign
- ImpactUTD (the campus crowdfunding platform)
- "Class Challenges" such as the Legacy Lane brick purchases
- The Comet Call initiative
- And other programs

These programs can all be marketed under the Comets Care umbrella.

"**Philanthro Pig**, shown above, is the University of Colorado system’s giving figurine. In this screenshot, we see elements of storytelling and know exactly how a gift will impact student lives. CU also does a great job addressing barriers to giving in the "I’m just a college student, why should I give?" section. There is a sense of compelling ethos presented all throughout this web page's copy that serves as an excellent model for student philanthropy marketing.
COMETS CARE ON SOCIAL MEDIA

SUGGESTION: CREATE A PLACE SPECIFICALLY FOR CAMPUS PHIANTHROPY THROUGH COMETS CARE.

CONTENT IDEAS

- Stories: Why students gave
- Photos: Students engaging at booths, photo booth at stands driving traffic to social media to see the pictures
- Infographics about where dollars are going
- Infographics about the impact of gifts depending on each cause
- Information about the causes involved in the giving campaign
- Students who are affected by your gift (ex: donating to the campus food pantry)
- Include messaging about "finding your cause"
- Information about giving societies
- Snapchat geo-filter (see next slide)

STRATEGY

DRIP MARKETING - Drip marketing is a strategy that sends, or "drips," a pre-scheduled set of posts to prospects over time. The objective is to provide value through engaging, informative, or otherwise entertaining content before making an ask. All of the appeals that are currently employed by the Annual Giving team immediately involve an ask of some sort.

Through social media (Comets Care), we can move away from the negative "ask-only" reputation, provide value before asking for it, and plan a strategy for giving day well before the week of the event by scheduling drip content in advance (that will eventually lead to the ask).
COMETS GIVE ON SOCIAL MEDIA
SNAPCHAT

On April 4, 2017, the Annual Giving team introduced a Snapchat Geofilter for Comets Giving Day. A Geofilter is a location-specific filter that appears for a specified amount of time. The results indicated a huge success, demonstrating a promising ROI for using this strategy to appeal to millennials on campus. Here are the metrics:

4 locations
234 conversions
4,806 views

"Conversions" are the number of times a Geofilter was applied to a Snap. "Views" are the number of times a Snapchatter watched a Snap with your Geofilter in a Story, or on a Snap sent to them. We know through these insights that over 4,800 students were now made aware of giving day via social media.
COMETS GIVE ON SOCIAL MEDIA
SNAPCHAT

To the left is a mock-up filter that was made by the Annual Giving team in 2017. Social giving is a driving factor for young donors, and the "I Gave" phrase plays into that appeal. Unfortunately, the filter was not approved due to the fact that Snapchat does not allow hashtags. A suggestion for next year would be to keep the concept, but simply tweak the filter so as to read "Comets Give 2018" without the hashtag.

OTHER CONSIDERATIONS:

- The cost for the 4,806 impressions totaled out to just under $130. This is much cheaper than traditional marketing involving print materials or other alternatives.
- Instagram has begun to surpass Snapchat in popularity with its "Stories" feature, so creating a filter for Instagram in tandem with one for Snapchat may be a socially savvy move for the 2018 campaign.

#CometsGive17
Flyers should be passed out at the pop-up events that go beyond just listing a giving link and the names of the campaigns that need fundraising.

On the next page, you will find an example of a cause-based flyer that contains engaging content and immediate calls-to-action.
**AREAS OF HIGH NEED**

**FIND YOUR CAMPUS CAUSE**

**COMET CLOSET**
The Comet Closet is an on-campus career closet empowering students to become their best selves. Your gift will go on to provide suits, shoes, and other items that will directly benefit students at interviews, internships and job fairs.

**COMET CUPBOARD**
The Cupboard is a food pantry for students experiencing food insecurity on campus. In the past year, usage of the pantry has increased by 17%. Create a hunger free UTD by helping this program purchase nonperishable food items!

**ACADEMIC BRIDGE**
The Academic Bridge Program empowers economically disadvantaged students through scholarships and programs. Help high potential, first generation college students purchase textbooks for the semester through the Academic Bridge Book Fund.

**GENDER + LGBTQ**
Your support makes it possible for the UT Dallas Galerstein Gender Center to continue fostering a safe and affirming environment for students of all gender identities/expressions and sexual orientations.

**CHILDREN + FAMILIES**
Help promote optimal child and family development by supporting the Center for Children and Families. Your gift will go towards research that supports stronger intervention programs for adolescent and family issues.

**DIVERSITY & ENGAGEMENT**
Help UT Dallas become a more diverse and inclusive campus for all. Your gift will go towards education programs, recruiting initiatives, and building community partnerships.

**LEAVE YOUR LEGACY**
GIVING.UTDALLAS.EDU

---

**CAUSE-BASED**

**COMET CLOSET**
The Comet Closet is an on-campus career closet empowering students to become their best selves. Your gift will go on to provide suits, shoes, and other items that will directly benefit students at interviews, internships and job fairs.

**COMET CUPBOARD**
The Cupboard is a food pantry for students experiencing food insecurity on campus. In the past year, usage of the pantry has increased by 17%. Create a hunger free UTD by helping this program purchase nonperishable food items!

**GENDER CENTER**
Your support makes it possible for the UT Dallas Galerstein Gender Center to continue fostering a safe and affirming environment for students of all gender identities/expressions and sexual orientations.

**CENTER FOR CHILDREN & FAMILIES**
Help promote optimal child and family development by supporting the Center for Children and Families. Your gift will go towards research that supports stronger intervention programs for adolescent and family issues.

**DIVERSITY & COMMUNITY ENGAGEMENT**
Help UT Dallas become a more diverse and inclusive campus for all. Your gift will go towards education programs, recruiting initiatives, and building community partnerships.
GENERAL SOCIAL MEDIA TIPS

STORIES
Share stories of students or alumni who give and why they gave. It helps our target audience better identify with our content.

INSTAGRAM
Note that the platform with the most promise for millennial alumni and students is Instagram.

MORE VIDEO
Think not only of storytelling as we have previously mentioned, but of impact storytelling in particular. Share the stories of those who will be impacted by the individual's gift.
VIDEO CONTINUED: IMPACT STORYTELLING

Note how the Callier Center for Communication Disorders at UT Dallas has incorporated impact storytelling into their video marketing. The videos share the perspectives of children, adults, and elderly patients whose lives have been forever changed by the Callier Center. These videos were shown at the Callier Cares Luncheon for current and prospective donors.
Combat confusion by helping alumni understand exactly how they can engage. The current alumni handout (see next page) for graduates is plain, listing information about general alumni benefits such as insurance, discounts, and requesting transcripts. There is a lack of action verbs compelling students to engage with UT Dallas in a way that sounds exciting.

There is no mention of volunteering opportunities or alumni chapters. A social media handle does not accompany the social media icons on the back page, and the alumni website URL is hard to locate. Additionally, old photographs are showcased where the regalia worn at commencement is outdated.
Activity Center
Just show your Alumni ID card to qualify for discounted rates.

Alumni ID Card
Your ID card provides discounts to on-campus events and activities. Use it at the Activity Center, network at a career expo, or attend an Arts and Performance event. The Alumni ID card is free and available at the Comer Center in the Student Union.

Alumni Insurance Benefits through Mercer and Liberty Mutual
Visit personal-plans.com/utd to see how you can save on your personal insurance through Mercer. Liberty Mutual rewards graduates with a College Education Discount on auto and home insurance. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify.

Career Center
The Career Center offers career expos, job listings, career coaching, career assessments, seminars and the UT Dallas CareerWorks website. Visit utdallas.edu/career to learn more.

Email Address
Visit alumni.utdallas.edu to create your free alumni forwarding email address.

Events
The Office of Development and Alumni Relations hosts the UT Dallas Awards Gala, homecoming, a signature summer alumni event and other networking and social events as opportunities for alumni to connect with each other and the University. Visit alumni.utdallas.edu for more information.

Leave Your Mark with a Brick on Legacy Lane
Order your brick and make a lasting impact on the UT Dallas landscape! Legacy Lane is a beautiful tree-lined path that stretches along the creek behind the Eugene McDermott Library. Your brick will be installed in the section dedicated to alumni from your class year.

McDermott Library
The McDermott Library offers access to the McDermott Library Catalog, use of over one million volumes of books, access to federal and state government documents, use of films and maps and on-site access to databases, electronic books and journals. Visit utdallas.edu/library for more information about upcoming events, exhibits and author receptions.

Online Directory
Visit alumni.utdallas.edu to view the online alumni directory. Participation is voluntary.

Order a Copy of Your Diploma
Additional copies of your diploma may be ordered from the Office of the Registrar. Visit utdallas.edu/student/registrar/forms to learn more or order a copy of your diploma.

Request Your Transcript
Request a copy of your transcript online or through the mail by contacting the Office of the Registrar. Visit utdallas.edu/transcript to learn more or order your transcript.

Social Media Connections
Stay connected to UT Dallas alumni. Network with alumni groups on Facebook, LinkedIn, Twitter, Flickr and YouTube.

The UT Dallas Ring
Showcase your school pride with the UT Dallas ring, exclusively designed for our graduates.

UT Dallas Magazine
Alumni receive a complimentary subscription to the University's magazine. To receive yours, make sure your current address is on file by emailing alumni@utdallas.edu or by selecting the 'My Account' button at alumni.utdallas.edu. Read issues online at utdallas.edu/magazine.
In the following slide, we propose the concept of an alumni booklet that replaces the low-engagement alumni flyer. This booklet would complement a welcome email invitation for new graduates, acting as an expanded version of that communication piece.

In this booklet we aim to engage young alumni by using action verbs, calls-to-action, and storytelling appeals. We explicitly direct students to resources such as the alumni website and Switchboard. The booklet also includes information on how to engage as a volunteer or mentor and stay up-to-date on upcoming events. We also help clarify how the Davidson-Gundy Alumni Center can be utilized and convey other important messaging.
CURRENT WELCOME EMAIL FOR NEW GRADUATES

- Informational, static
- Would benefit from actionable language
- More engaging content about mentorship, volunteering, and events should be stated explicitly
- Overall suggestion: Employ a more informal and family-like tone. To be shown in the booklet sample.

WELCOME to the UT Dallas alumni community. As a recent graduate, we invite you to stay in touch with your alma mater — a network that includes more than 90,000 proud Comets.

Create an alumni account to register for events, join a chapter and more.

Explore job opportunities through the UT Dallas Career Center: attend an expo, meet employers, and network with other Comets.

Take the class challenge to leave a legacy that will last through the years.

Explore more benefits on the alumni website, and don’t forget to follow us on social media.

Contact us if we can assist you, and best whooshes for your future endeavors!
SAMPLE ALUMNI BOOKLET*

INFORMATION WITH IMPACT

*CONCEPT AND SOME WORDING RETRIEVED FROM PRINCETON ALUMNI BROCHURE. SOME SLIDES WITHIN BOOKLET ARE MEANT TO INSPIRE WHAT MIGHT BE POSSIBLE FOR THE FUTURE OF UT DALLAS, RENDERING THE BOOKLET UNSUITABLE FOR ACTUAL PRINT OR IMMEDIATE DISTRIBUTION.
WELCOME TO THE REST OF YOUR LIFE
STAYING IN TOUCH
GOING BACK
GIVING BACK
LIFELONG LEARNING
YOUR RESOURCES

BROUGHT TO YOU BY UT DALLAS ALUMNI RELATIONS
**Whoosh!** You just graduated, but it doesn’t end here. The UT Dallas experience means a lot more than your years on campus. Graduates find UT Dallas just as exciting, inspiring, and enriching after their time as students, and the connection lasts a lifetime. As soon as you walked the stage, you joined a network of over 90,000 alumni and counting.

**Welcome to the family.** Here’s how to make the most of it.
STAY IN TOUCH

GET SOCIAL
@utdallasalumni

VISIT OUR WEBSITE FOR NEWS + EVENTS
alumni.utdallas.edu

SHARE YOUR STORY
utdallas.edu/magazine
JOIN OUR ONLINE COMMUNITY

INTRODUCING SWITCHBOARD

THE UT DALLAS ALUMNI-STUDENT ENGAGEMENT PLATFORM

- Find or become a mentor
- Give or ask for advice
- Offer or seek an opportunity
- Instantly connect with 1,000s of alumni across the globe; any time, anywhere.

YOUR ONE-STOP SHOP.
utd.switchboardhq.com*

*Website is fictitious
FIND YOUR LOCAL COMMUNITY

Did you know that UT Dallas has 11 alumni chapters and 7 affinity chapters? Whether you stay local or decide to work abroad, you can always find your Comet community. Find your local chapter and get to know your regional representatives at alumni.utdallas.edu. Interested in starting your own chapter or becoming a regional rep? Let’s talk! Drop us a line at alumni@utdallas.edu.

UT Dallas Alumni in China
GOING BACK TO THE UT DALLAS CAMPUS

WELCOME HOME!

UT Dallas has a new space on campus made just for you and the extended community. Pay a visit to our very own Davidson-Gundy Alumni Center the next time you find yourself in the area.

- Rent the space for meetings, conferences, and special events
- Enjoy the indoor or outdoor seating as an on-campus workplace
- Visit davidson-gundy.utdallas.edu for more information
Support Campus Causes
Engage in campus philanthropy and change the lives of students for years to come. Your gift could provide a week’s worth of meals for a food insecure student, cover the cost of someone’s first professional suit that helps them land their dream job or internship, or fund a scholarship for a high-potential, first-generation college student. What will your impact story be? Find your cause at giving.utdallas.edu.

Volunteer Your Time & Skills
Host a “Dinner for 12 Comets” and share your career story with students interested in your field; help recruit future Comets by hosting or attending a “Senior Send-Off” event; volunteer to become a speaker at campus events and student organization meetings; and provide one-on-one mentoring with students who seek career or academic advice. Visit alumni.utdallas.edu/volunteer or email alumni@utdallas.edu.

Involve Your Company
Attend the Corporate Open House in May or speak with a business liaison from campus to discuss opportunities for mutual benefit with your company or organization. Or, simply attend the Open House for the networking perks as a new graduate! Whether it involves hiring our students, conducting research, developing a product, or providing business solutions down the line, we want to collaborate with you. Reach out to leslie.crawford@utdallas.edu.
COME BACK, GIVE BACK

Haven’t you heard? Comets Care is a new movement at UTD that engages students, alumni, faculty and staff in campus philanthropy. For a few hours each month, you can join our pop-up events in support of your favorite campus causes.

- Learn about our many programs and how a dollar can make a difference in the lives of students
- Come out for friends, freebies, and fun! Or, find us online at giving.utdallas.edu.
- Visit facebook.com/cometscare for the Fall 2017 event schedule (*fictional)
LIFELONG LEARNING
DISTINGUISHED LECTURE SERIES


Science | Art | Engineering | Business | And Beyond

Visit utdallas.edu/calendar

Past speakers include:
- Bill Nye, Science Communicator
- Richard Templeton, CEO of Texas Instruments
- Mae Jemison, NASA Astronaut
YOUR CAMPUS RESOURCES

Did you know? There are numerous campus resources available to you as a UT Dallas graduate!

Activity Center
Just show your Alumni ID card to qualify for discounted rates.

Alumni ID Card
Your ID card provides discounts to on-campus events and activities. Use it at the Activity Center, network at a career expo, or attend an Arts and Performance event. The Alumni ID card is free and available at the Comet Center in the Student Union.

Alumni Insurance Benefits through Mercer and Liberty Mutual
Visit personal-plans.com/utd to see how you can save on your personal insurance through Mercer and Liberty Mutual. Graduates receive a College Education Discount on auto and home insurance. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify.

Career Center
The Career Center offers career expos, job listings, career coaching, career assessments, seminars and the UT Dallas CareerWorks website. Visit utdallas.edu/career to learn more.

Email Address
Visit alumni.utdallas.edu to create your free alumni forwarding email address.

Events
The Office of Development and Alumni Relations hosts the UT Dallas Awards Gala, homecoming, a signature summer alumni event and other networking and social events as opportunities for alumni to connect with each other and the University. Visit alumni.utdallas.edu for more information.

Leave Your Mark with a Brick on Legacy Lane
Order your brick and make a lasting impact on the UT Dallas landscape! Legacy Lane is a beautiful tree-lined path that stretches along the creek behind the Eugene McDermott Library. Your brick will be installed in the section dedicated to alumni from your class year.

McDermott Library
The McDermott Library offers access to the McDermott Library Catalog, over one million volumes of books, access to federal and state government documents, use of films and maps and on-site access to databases, electronic books and journals. Visit utdallas.edu/library for more information about upcoming events, exhibits and author receptions.

Online Directory
Visit alumni.utdallas.edu to view the online alumni directory. Participation is voluntary.

Order a Copy of Your Diploma
Additional copies of your diploma may be ordered from the Office of the Registrar. Visit utdallas.edu/student/registrar/forms to learn more or order a copy of your diploma.

Request Your Transcript
Request a copy of your transcript online or through the mail by contacting the Office of the Registrar. Visit utdallas.edu/transcript to learn more or order your transcript.

Social Media Connections
Stay connected to UT Dallas alumni. Network with alumni groups on Facebook, LinkedIn, Twitter, Flickr and YouTube.

The UT Dallas Ring
Showcase your school pride with the UT Dallas ring, exclusively designed for our graduates.

UT Dallas Magazine
Alumni receive a complimentary subscription to the University’s magazine. To receive yours, make sure your current address is on file by emailing alumni@utdallas.edu or by selecting the ‘My Account’ button at alumni.utdallas.edu. Read issues online at utdallas.edu/magazine.
11 ways to get involved with UT Dallas now:

1. Update your contact information to receive news and invitations at alumni.utdallas.edu
2. Attend regional alumni events
3. Submit class notes to UT Dallas Magazine
4. Submit a blog idea for the UT Dallas Magazine
5. Make a gift to UTD’s annual campaign
6. Attend a CometsCare pop-up event
7. Attend a distinguished lecture event
8. Volunteer to become a mentor or speaker
9. Sign up for Switchboard and JindalConnect (if JSOM graduate) for advice and opportunities
10. Subscribe to Alumni Link, a monthly email newsletter, at alumni.utdallas.edu/alumnilink
11. Follow @utdallasalumni on Facebook, Instagram and Twitter!
The sky is the limit when you're a comet.
**KEY TAKEAWAYS**

- Meet young alumni where they are already at (online)
- Communicate impact and employ storytelling
- Use actionable language and calls-to-action in all communications
- Begin the relationship-building process while still students
- Encourage volunteerism and mentorship before soliciting a gift
- Develop a drip marketing campaign to ensure that not every message that young alumni receive is an ask
- Utilize digital marketing tools to improve geographic and industry targeting
- Provide a one-stop shop for alumni to connect with each other, current students, and the UTD community at large, given no presence of an alumni association
SOURCES

1 - UT Dallas Raiser's Edge Database
3 - UT Dallas Raiser's Edge Database
7 - https://switchboardhq.com/blog/infographic-the-trouble-with-young-alumni

Digital Marketing Institute: https://digitalmarketinginstitute.com/students/alumni
Chinese Alumni Association Website: http://www.utdcan.org/#1
PhilanthroPig UC System Screenshot: giving.cu.edu/philanthropig
Switchboard Screenshots: http://www.switchboardhq.com
Snapchat Geofilter Data: Annual Giving Team at UT Dallas
supervisors

DEBORAH DAY | EXECUTIVE ASSISTANT
GLORIA MUHAMMAD | SENIOR DIRECTOR, FINANCE AND OPERATIONS
KYLE EDGINGTON, PHD | VICE PRESIDENT, DEVELOPMENT & ALUMNI RELATIONS

institution

UNIVERSITY OF TEXAS AT DALLAS
OFFICE OF DEVELOPMENT & ALUMNI RELATIONS
2017

report author

JIANA KHAZMA
B.A., MAY 2017
UT DALLAS