

October 2020

ALUMNI DONOR PARTICIPATION COMMITTEE

Alumni Donor Participation Committee

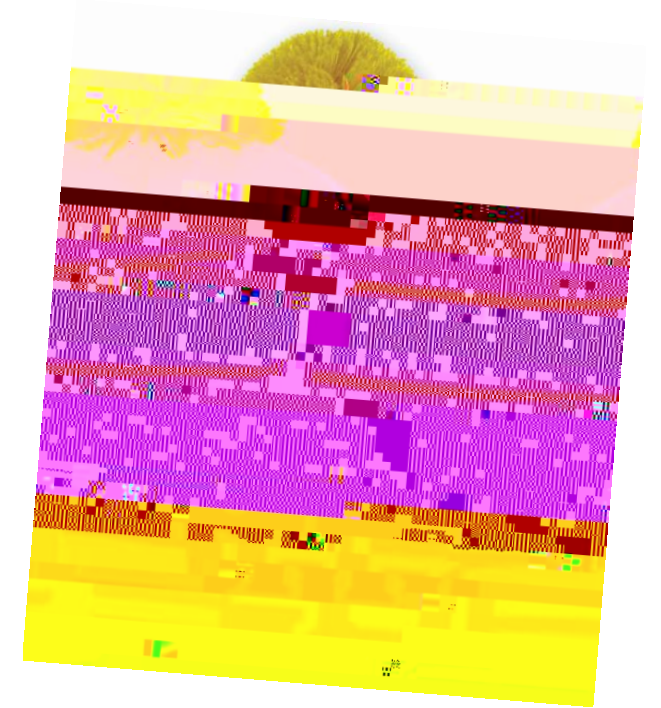
This committee will focus on creating a culture that encourages and celebrates giving at all levels; will help develop specialized marketing strategies; and encourage volunteer giving throughout the alumni association.

AGENDA

FY21 Alumni Participation To-date

Current and Upcoming Solicitations

Winter Hat Promotion



Timeframe: October 6-November 6

Promoted to undergraduate alumni via postcard, email,
Phonathon and social media



Current and Upcoming Solicitations

St. Joan of Arc Chapel Restoration

Timeframe: Mid-November through December 31

Donors can choose to receive a limited-edition mug featuring an

Promoted to undergraduate alumni, current and past parents and friends via mailing, emails, Phonathon, social media and texting

