

November 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 Annual Giving Solicitations

Get Involved!

FY21 Undergraduate Alumni Participation Results

As of 11.13.20

FY20 Final Alumni Participation: 17%

FY21 Alumni Participation Goal: 18%

FY21 Alumni Participation To-date: 11%



Current and Upcoming Solicitations

We Are Marquette Young Alumni Challenge

Timeframe: December 8 – January 7

Promoted to undergraduate alumni who graduated in the last 15 years via postcard, emails, Phonathon, social media and texting

Utilizing GiveCampus, our social fundraising platform

Donors can choose to receive a We Are Marquette felt pennant.

Current and Upcoming Solicitations

Virtual Advent Calendar

Get involved! Spread the word on social media.

1. Follow @MarquetteAlumni on Facebook, Instagram and Twitter
2. Reshare posts every Monday featuring news and updates
3. Share your own Marquette experience. Email amanda.lang@marquette.edu or post on social and tag @MarquetteAlumni. Here are some ideas to get you started:
 - Why do you support Marquette? What inspires you to give back or to serve within the Marquette community?
 - How are you using your Marquette education today? Tag your college or school and share your success story.
 - Have you attended a virtual Mass? Write and share a reflection.

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AWARDS COMMITTEE

AWARDS

Standing committee to oversee the Alumni National Awards process and provide recommendations for the All-University award recipients and select the Pedro Arrupe Award for student service and leadership.

New Nomination Form is LIVE! (marquette.edu/awards)

- Link to Award Criteria
- Spot for LinkedIn or bio URL
- Separate questions about service to Marquette, service in the community and professional achievements

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GOVERNANCE COMMITTEE

