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Connect Alumni to a Cause: Part Four of the Winning Donor Mindshare Webconference Series

# Translating Insight Into Action

## A Discussion/Self-Reflection Guide

### Instructions:

Use the following discussion/self-reflection guide to connect today's webconference presentation to your own experiences and institutional context.

1. If we were to launch a impact-focused campaign, what causes, experiences, or opportunities would we highlight?
  - A. What groups or offices on campus could help us identify these opportunities?
2. What causes might we identify for our alumni for a common denominator campaign?
  - A. Once identified, what channels should we use to send cause-specific messaging to alumni donors and non-donors?
3. What campus partners (e.g., staff, faculty, student leaders) do we already have who we can partner with for targeted affinity outreach efforts?
  - A. How aim to create new partnerships and expand the partnerships we already have?
  - B. If we do have campus partners currently, what steps are we taking to cultivate and maintain those relationships?
  - C. Which populations would be most beneficial to target first through affinity outreach?
4. Do we keep affinity gift designations hidden on our website in drop-down menus or inaccurate information?
  - A. If so, how can we collaborate with our IT team to bring affinity gift designations to the forefront of our giving website?
  - B. What affinity gift designations would be most beneficial to highlight on our giving website?

# Implementation Matrix

## Instructions:

Based on your institution's goals and available resources, map out which of the tactics profiled in today's presentation you want to prioritize in the chart below. Use this implementation matrix to assess viability and determine next-steps.

Tactic	Notes	Applicability to Our Institution	Next-Steps for Implementation	Potential Challenges
<b>High-Volume Impact Appeals</b> (University of North Florida)		1 2 3 4 5		
<b>Priority Population Message Testing</b> (MIT)		1 2 3 4 5		
<b>Affinity Giving Campus Collaborations</b> (Texas Christian University, University of Vermont)		1 2 3 4 5		
<b>Cause-Oriented Giving Pages</b> (UCLA, Colorado State University)		1 2 3 4 5		