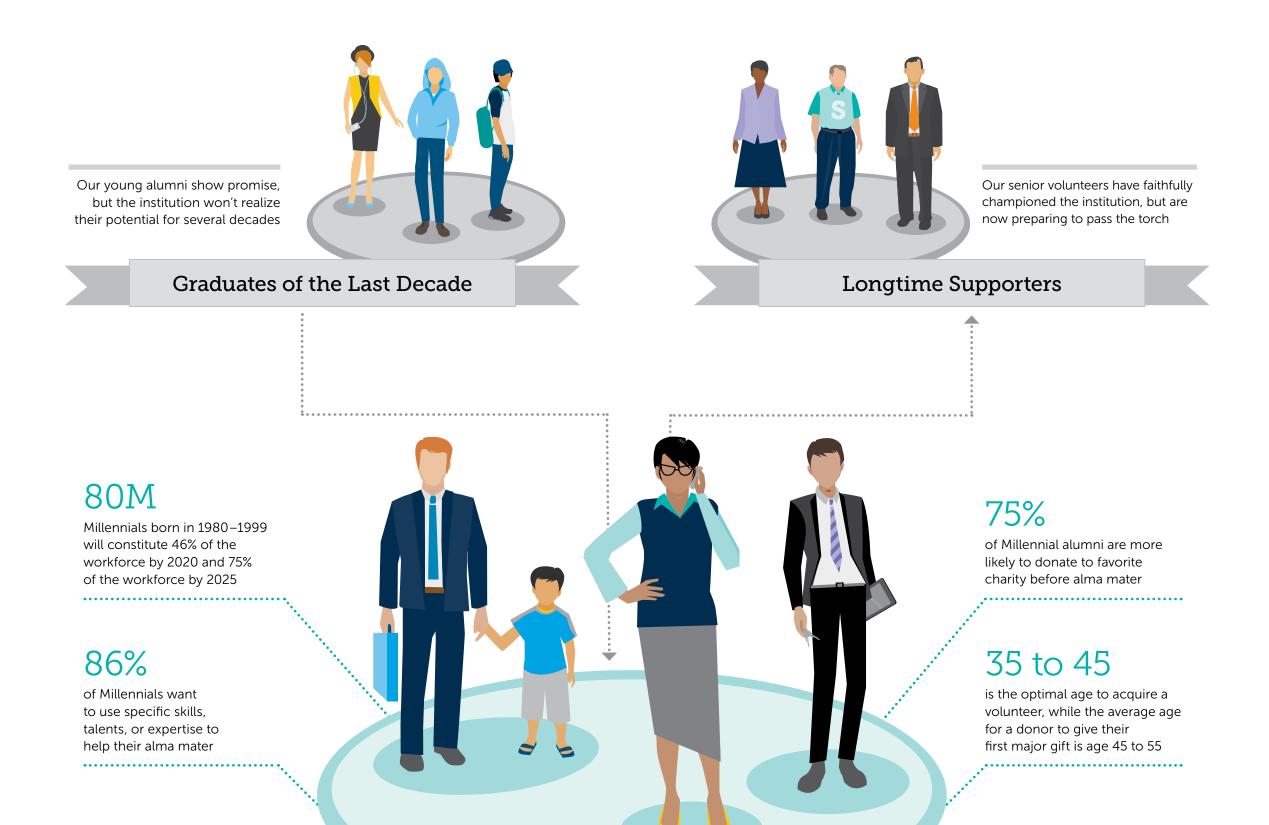
The **New Rules** of Engagement

Five Strategies for Building the Next Generation of Alumni Leaders and Volunteers

Today's alumni want to go "all in" as donors and volunteers with the causes they care about. In this increasingly competitive philanthropic landscape, simply invoking loyalty and duty to one's alma mater isn't effective. Mid-career alumni in their 30s and 40s are the greatest unrealized opportunity for colleges and universities: they are the largest alumni cohort, the least involved, and just a few years away from peak earning potential. Because their funds will follow where their time and talents flow, now is the ideal time to attract them as volunteers.

Do you know what it takes to engage them?



Mid-Career Alumni

RULE #1



Make It Easy to Say Yes

Shift to one-time, short-term, or episodic engagements with clearly communicated parameters and purpose

TACTICS

- 24- to 72-Hour Volunteer Strike Forces
- Reunion "Micro-volunteer" Roles
- 30-Minute Mentorship

RULE #2

Meet Them Where They Are

Create convenient and accessible volunteer roles that allow alumni to participate in their workplaces, regions, or online

TACTICS

- Corporate Alumni Chapters
- Social Media Ambassadors
- Digital Content Connectors

RULE #3

Broker Smarter Matches

Proactively identify high-potential alumni volunteers and match them with mass-customizable, skills-based roles

TACTICS

- Volunteer Affinity Detectors
- High-Potential Alumni Leader
 Pipeline Development
- Faculty-Friendly Classroom
 Volunteer Opportunities



Embrace the "Me" Factor

Emphasize the two-way value proposition for volunteers and communicate their impact

TACTICS

- "Insider Access" Volunteer Conference
- Digital Badges, Online Leaderboards, and Gamification Tactics
- Online Opportunity Portals for Cause Communities





Cultivate Campus Allies

Partner with other units to develop roles that offer substantive experiences with students and faculty

TACTICS

- "Ghost Volunteer"
 Identification Form
- Venture Fund for Innovative
 Volunteer Roles
- University-Wide Volunteer Engagement Offices

Learn how to instill the rules of engagement in your organization

eab.com/newrulesofengagement