
Scale Reach of Current Partners: Perfecting the Partnership Series

Translating Insight Into Action

A Discussion and Self-Reflection Guide

Instructions:

Consider the following questions to connect today's webconference presentation with your own experiences and institutional context. The questions can be used for self-reflection or group discussion.

1. What short-time-commitment activities could we use to increase alumni engagement?
2. What types of events would be good candidates for livestreaming?
3. What steps will our institution have to take before we can livestream in-person events to digital audience?
4. How and to whom will we market micro-engagement opportunities?
5. How can digital micro-engagements be used to complement our other alumni engagement activities?

Prioritization Guide

Speeding Implementation and Ensuring Follow-Through

Instructions:

Based on your institution's goals and available resources, use the chart below to map out which of the practices profiled in this section you would like to prioritize. Use this document to assess viability and determine next steps.

Practice	My Institution Should Prioritize This Practice	Notes and Next Steps
<p>Virtual Visit <i>University of Michigan</i> Major gift officers and academic partners create personalized video messages for top prospects and donors.</p>	<p>1 2 3 4 5 <i>Disagree</i> <i>Agree</i></p>	
<p>Research Pitch Competition <i>Georgetown University</i> Faculty members pitch research projects to a group of donors, who vote for which project(s) will be funded by their philanthropy.</p>	<p>1 2 3 4 5</p>	
<p>Academic Priority Information Sheets <i>University of Memphis</i> Advancement staff produces collateral that highlights unit fundraising priorities for frontline fundraisers and donors.</p>	<p>1 2 3 4 5</p>	
<p>Searchable Resource Hub <i>Stonehill College</i> Online library stores and organizes informational materials for easy access by advancement staff.</p>	<p>1 2 3 4 5</p>	

Prioritization Guide (cont.)

Speeding Implementation and Ensuring Follow-Through

Practice	My Institution Should Prioritize This Practice	Notes and Next Steps
<p>Unit Advocates <i>University of Dayton</i> Central advancement staff members spend part of their time as the dedicated liaison between advancement and an academic unit.</p>	<p>1 2 3 4 5 <i>Disagree</i> <i>Agree</i></p>	
<p>Academic Advancement Directors <i>University of Notre Dame</i> Unit-based, full-time staff roles dedicated to communicating academic priorities to frontline fundraisers and prospective donors.</p>	<p>1 2 3 4 5</p>	