Strategies for Alumni and Student Data Collection

Building Connections with Future Donors

Targeting Preexisting Networks

Current Student Outreach
1. Student Newspaper Scavenger Hunt
2. QR Codes on Dining Hall Flyers
3. High-Profile Event Tie-In
4. Off-Campus Door-to-Door Outreach
5. Main Quad Tabling Program
6. Campus-Wide Media Push
7. Student Giving Cell Number Requirement
8. Checkout Ask from Local Business Partners

Faculty and Staff Initiatives
9. Coach-Driven Alumni Athlete Updates
10. Alumni Information Ticketing System
11. Faculty-Facing Update Portal
12. Development Review Grid Criteria
13. Staff Update Quotas
14. "Friend a Senior" Staff Campaign
15. Student Affairs Roadshow
16. Coordinated Staff Blogging Campaign
17. Faculty-Led Webinar Registration
18. "Nominate an Alum" Faculty-Selected Focus Group

Parent-Facing Prompts
19. Parent Association Outreach Campaign
20. "Refer Your Child" Giveaway
21. Exclusive Local Event Access
22. Career Advice Tie-In
23. Parent-Directed Student Information Form
24. Homecoming Invitation Mail Campaign
25. Parent-Friendly Magazine Response Card
26. Transcript Address Request
27. "In the Loop" Parent Calling Program
28. Parent Weekend Phone Update Form
29. Faculty Club Guestbook Sign-In

Volunteer and Peer Updates
30. Volunteer Update Pool Allocations
31. "Who Do You Know?" Campaign
32. Six-Month-Out Multichannel Push
33. Gift Confirmation Peer Update Upsell
34. Pop-Up Prompts in Volunteer Portal
35. Refer-a-Friend Giveaway Contests
36. Unique URLs to Track and Reward Peer Sharing

Student Organization Analysis
37. Yearbook Affinity Aggregation
38. Student Organization Roster Submission
39. Collegiate Link Data Pull
40. Student Newspaper Archive Review
41. Activity Fair Sign-Up Request
42. Student Organization Forum Registration
43. Athletics Roster Contact Submission

Young Donor Pushes
44. Student Donor Survey at Gift Checkout
45. Emergency Aid Fund Donor List
46. All-Student Giving Campaign Designations
47. Crowdfunding Trends Analysis
48. Gift Designation Aggregation
49. Philanthropic Passion Survey
50. Social Media Campaign Outreach
51. Nonprofit Giving History Email Quick-Poll

Capitalizing on High-Impact Moments

Orientation and First Year
52. First-Year Advising Form Cell Phone Ask
53. RA Orientation Questionnaire
54. "Lifelong Community" Orientation Speech
55. First-Year Seminar Presentation
56. Activity Day Registration Table

Senior Year
57. Senior Contact Update Ambassadors
58. Embedded Class Gift Voting Ask
59. Senior Donor Gift Designations
60. "Last Meal" Dining Hall Postcards
61. Senior Survey Submission Requirement
62. Doorknob Hangers for Graduating Seniors

Commencement
63. Volunteer-Driven Pre-Ceremony Collection
64. Cap and Gown Pickup
65. Contact Ask from Official Photographer
66. Graduation Program Insert
67. Update Postcards on Graduation Chairs
68. Graduation Pins for Updates
69. Commencement Program QR Code
70. Pre-Ceremony Jumbotron Ad
71. Ceremony Exit Drop-Off Box
72. Post-Graduation Next Steps Email
73. Alumni Affairs Reception Ask
74. Email Forwarding Walk-Through

Alumni Gatherings
75. iPad Check-In Contact Confirmation
76. Registration Table Update Postcard
77. Seamless Integration in Pre-Event Registration
78. Speaker Pitch with Synchronized Email Push
79. One-on-One Staff Prompt
80. Mobile Card Reader Checkout Ask
81. Event Exit Drop Box
82. Follow-Up Email Hyperlink
83. Reunion Event Mobile Push
84. Homecoming Response Card
85. Alumni Weekend Mobile Campaign

Incentivizing Connectivity

Contests and Raffles
86. Graduation "Bucket List" Contest
87. Flash Raffles in Campus Spaces
88. Free Homecoming Parking Raffle
89. Post-Graduation Travel Check Raffle
90. Facebook iPad Contest
91. Summer Retreat Raffle

Discounts and Giveaways
92. Alumni Association Discount Program
93. Senior Week Pint Glass Giveaway
94. School Pin Offer
95. Spring BBQ T-Shirt Giveaway
96. Local Business Discounts

Recognition Programs
97. Alumni Honor Roll Recognition
98. Consecutive Giving Society Requirement
99. Commencement Program Notation
100. Honorary Certificate Mailing
101. Exclusive Event Access

Career Assistance
102. Geocentric Alumni Networking App
103. Career Services Networking Assistance
104. Resume Information Aggregation
105. Career Office Update Form
106. Text Message Career Tips
107. Career Fair Registration Requirement
108. Career Services Webinar Registration Requirement
109. Professional Society Forum Recruitment
110. Career Services Homepage Networking Prompt
111. Virtual Career Fairs
112. Quid Pro Quo Networking Contact Exchange

Leveraging Diverse Communication Channels

Social Media Tactics
113. Facebook Graph Search Data Mining
114. LinkedIn Group Registration Requirement
115. Personalized Social Media Outreach
116. LinkedIn Job Mining Campaign
117. Social Media Contact Information Campaign
118. Facebook and Twitter Update Ads
119. LinkedIn Group Homepage Prompt
120. "Message Us!" Campaign
121. Social Media Mention Tracking
122. Hashtag Scanning and Outreach
123. Alumni Retweet Campaigns

Email Outreach
124. "Have You Moved?" Email Branding
125. One-Click Email Questionnaires
126. "Pass It On!" Viral Push
127. "Where in the World Is…" Quick Response Outreach
128. Peer-to-Peer Email Update Templates

Website Prompts
129. Student Information Portal Quick Poll
130. Alumni Affairs Homepage Ask
131. Ticket Giveaway on Athletics Homepage
132. University Homepage Campaign
133. Mobile-Friendly Update Website
134. Quick-Entry Website Fields

Mobile Communities
135. "Hear It First" Campus News
136. Mobile Philanthropy Quizzes
137. Text Donor Name Requests
138. New Community Member Raffles
139. "Text Your Info" SMS Reply Campaigns
140. Social Media Shortcode Advertisements
141. Mobile Community Publicity Cards
142. Community Recruitment at Commencement

Alumni Magazine Tie-Ins
143. Rotating Theme Story Tie-In
144. Major-Specific Advertisement
145. QR Code Contact Information Ask
146. Pull-Out Response Card
147. "Find Your Friends" Website Tie-In

Phonathon Touches
148. Alumni Association Welcome Call
149. Young Alumni Association Targeting
150. "First Day of Classes" Alumni Calling Campaign
151. Student-Led First Year Out Interviews
152. Affinity Group Phone Outreach

Third-Party Resources
153. Alumni Data Mining Services
154. Credit History Search
155. Social Marketing Provider
156. National Change of Address Database
157. Customized Mobile Alumni Portals

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