

COMMUNITY by DESIGN 2021
Engage Young Alumni and New Friends in the Tradition of “Bulldog Pride”

This strategic plan initiative is the second part of the effort to “Engage the McPherson College constituency to build a \$1 billion endowment.” Year one will be focused on building plans and testing new ways to engage young alumni and new friends.

2017-18 Milestones

- Select social media platform vendor to educate, inform, and connect with things that interest young alumni and new friends
- Work with other departments and academic program areas on meaningful engagement methods
- 100 first time young alumni donors (young is defined similar to our “Young Alumni Award” as, attended McPherson College within the last 30 years)
- 300 first time friend donors
- Increased participation in alumni events
- Increased online activity—web and social media
- Create entry level giving opportunities for young alumni and current students through “Power Day”
- Create a current student ambassador engagement group

2017-18 Action Items

Responsibility

September 2017

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| <ul style="list-style-type: none"> • Explore events to connect with young alumni and new donors • Establish incremental actions and assessment metrics • Develop a current student ambassador engagement group and plan • Develop metrics for engagement—participation, activity, giving | <p>Alumni Director
VP Adv.
Alumni Dir. & Adv. Team
VP Adv. & Alumni Dir.</p> |
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October 2017

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| <ul style="list-style-type: none"> • Develop entry level giving opportunities | <p>VP Advancement</p> |
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December 2017

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| <ul style="list-style-type: none"> • Execute social media engagement plan | <p>VP Adv./MK/PR</p> |
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March 2018

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| <ul style="list-style-type: none"> • Complete plan for engagement methods with campus departments and academic programs areas | <p>VP Adv. & Alumni Dir.</p> |
| <ul style="list-style-type: none"> • Complete a long tem PR and Marketing plan of engagement | <p>Alumni Director/MK/PR</p> |
| <ul style="list-style-type: none"> • Integrate Young Alumni Engagement and new donor acquisition into the next comprehensive fundraising campaign | <p>VP Adv.</p> |

Future Years

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| <ul style="list-style-type: none"> • Research new ways to organize groups to connect (major, affinity) organically rather than institutionally driven | <p>VP Adv. & Alumni Dir.</p> |
| <ul style="list-style-type: none"> • Review annually the assessment metrics for success | <p>VP Adv. & Adv. Team</p> |
| <ul style="list-style-type: none"> • Review all plans annually and look for new growth opportunities | <p>VP Adv. & Adv. Team</p> |
| <ul style="list-style-type: none"> • Develop a campaign for new donors and friends beyond entry level giving | <p>VP Advancement</p> |