

INTERNET PRESENCE COMMITTEE
Minutes

May 1, 2013

Members Present (item voted on electronically): Sharon Ashton, Scott Bennett, Lucy Croft and Marianne Jaffee

Motion made to approve the Annual Giving Microsite submitted by Ann McCullen, Interim Vice President for Development and Campaign Director

Business Justification

Growing the alumni participation rate that is reported annually to US News and World Report is going to require growing our base of annual fund donors.

The largest segment of the alumni base, our young alumni (graduates of the last decade), continues to grow every year. More than 50% of our database is comprised of this segment.

In order to move the needle in donor acquisition, we need to begin educating and engaging this group. This can best be accomplished through a combination of traditional and non-traditional methods in our outreach efforts. The microsite is a multi-channel approach that will enable us to educate, engage and solicit this group through a combination of direct mail, email and social media initiatives.

Our plan in year two of the microsite is to continue with a combination of monthly direct mail and email communication pieces to drive as many alumni to the site as possible where they can continue to share stories and learn about our program. In the spring of 2014 we then plan to launch an alumni participation challenge asking our alumni to step up to the plate by giving back and helping support us in our efforts to grow the base of support.

✓ Motion approved and passed