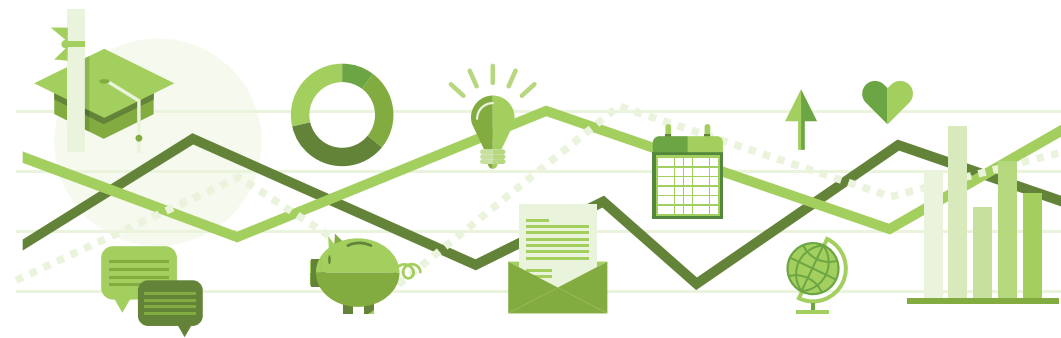


# trends in annual giving

and alumni participation in higher education

# Annual Giving

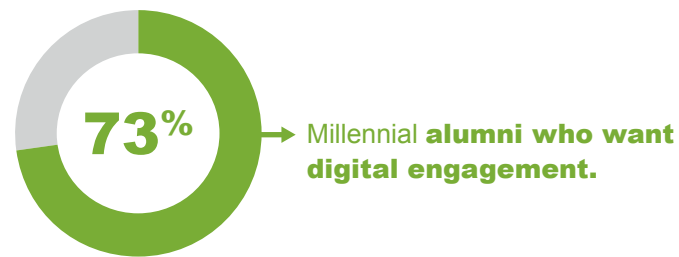


Donors on average are **giving more** and are willing to give multiple gifts, but **fewer people are giving to higher education**.

## HOW MILLENNIALS GIVE

Education remained the top social issue of interest to Millennials according to the 2016 Millennial Impact Report.

However, **young alumni donate less** to their alma maters than older graduates.



## ALUMNI ENGAGEMENT

**18%** of people feel strong emotional ties to their undergraduate institution.<sup>2</sup>

**Extracurricular involvement** and **internship experience** almost **triple the likelihood** that graduates will develop emotional links to their institution.<sup>3</sup>

Of giving alumni:

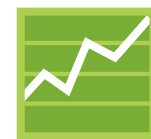
**68%** considered themselves engaged in campus life

**80%** indicated they remained connected with their alma maters<sup>3</sup>

## RETENTION RATES

Median Donor Retention Rate

**56%** Public Institutions  
**67%** Private Institutions



Many institutions are using **donor retention rates to measure** the success of an Annual Giving program.

Reactivation rates among lapsed donors



continues to decline among higher education institutions

## PARTICIPATION RATES

**18%** public institutions  
**5%** public institutions

## SENIOR CLASS GIFTS



**Senior class gifts are growing**, and, in some instances, more schools are relying on senior gift programs to **drive acquisition counts**, which generally have a negative impact on revenue per donor since seniors tend to give smaller gifts than their alumni counterparts.

## MEDIAN REVENUES



**Public and private schools experienced a decline** in the median revenue per new donor in 2016. Private institutions saw a reduction in average revenue from \$123 to \$110.

For **public institutions**, the dip was more **modest**, down from \$138 in 2014 to \$137 in 2015—relatively flat. This is one of the few metrics where **public universities outperform privates**, and where the trend is moving in different directions.



Nationally, there is a **greater focus on higher end annual gifts**

Nationally, alumni participation continues to decline.

The US News and World Report measures alumni participation because:

“The percentage of alumni giving serves as a proxy for how satisfied students are with the school.”

The average student<sup>1</sup>:

**\$34,000**

OUTSTANDING DEBT



**Younger alumni** think about giving back differently than older alumni and **do not need traditional means of engagement** given the growth and dependency on social media and technology.



**Email campaigns, crowdfunding, and giving days** are three of the more successful tactics to increase alumni participation.

Sources: 1. Consumer Financial Protection Bureau 2. 2014 Gallup-Purdue Index 3. Giving USA 2017



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