



Leveraging your Spring Giving Day for Alumni Engagement

January 21, 2025

p: +1 (917) 765-8742

e: hello@boostmyschool.com

w: www.boostmyschool.com

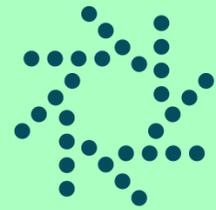
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Poll Time!

What are you looking to improve this Giving Day?

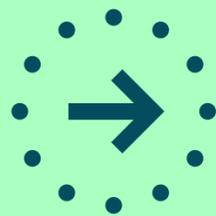


Agenda:



Topics:

1. *Alum Giving Day Data*
2. *Encouraging Community Engagement*
3. *Shareability & Virality*



Our Case Studies:

- *Agnes Irwin School (PA, K-12)*
- *The Kent School (CT, 9-12)*



Resources and Q&A

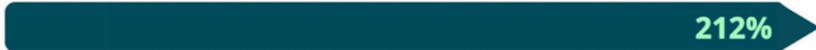


The only fundraising platform built for K-12

Engage

Fundraise

Understand



1166
of 550 supporter goal

Leaderboards

Alumni Leaderboard

Class year	# Donors	Total
1984	125	\$16,912

Pages that feature your K-12 community

Apple Pay **DAFs**
PayPal **venmo**

No-setup modern payment options



Dedicated 1-1 support from a K-12 expert

Helping 300+ schools modernize their fundraising



Giving

**Leaderboards &
Challenges**

Peer-to-Peer



Events

**Streamlined CRM
Support**

Boost Texting



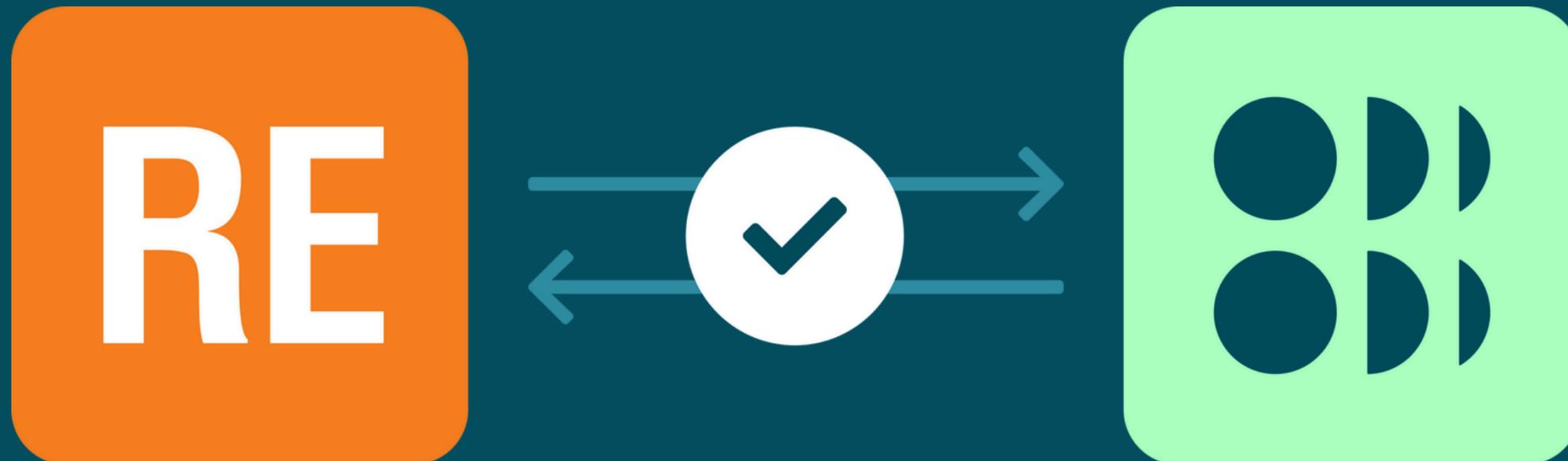
Auctions

**On-Site Auction
Support**

Live & Silent



Sync gift data in minutes. Not hours.



Raiser's Edge Integration

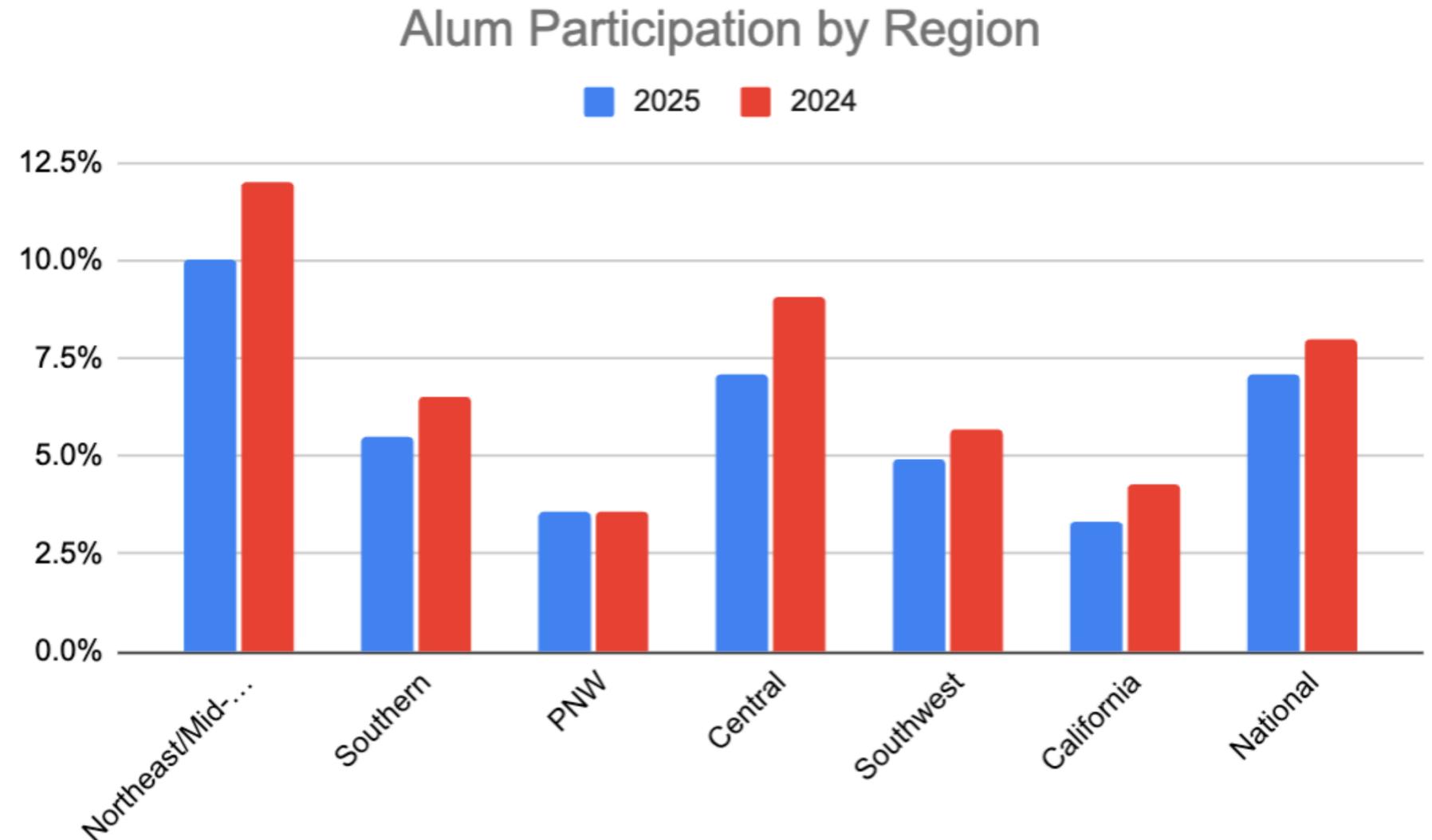
COMING TO THE ONLY K-12 ADVANCEMENT PLATFORM JULY 1

Part One

Alum Giving Day Data

FY25 Alumni Participation Trends

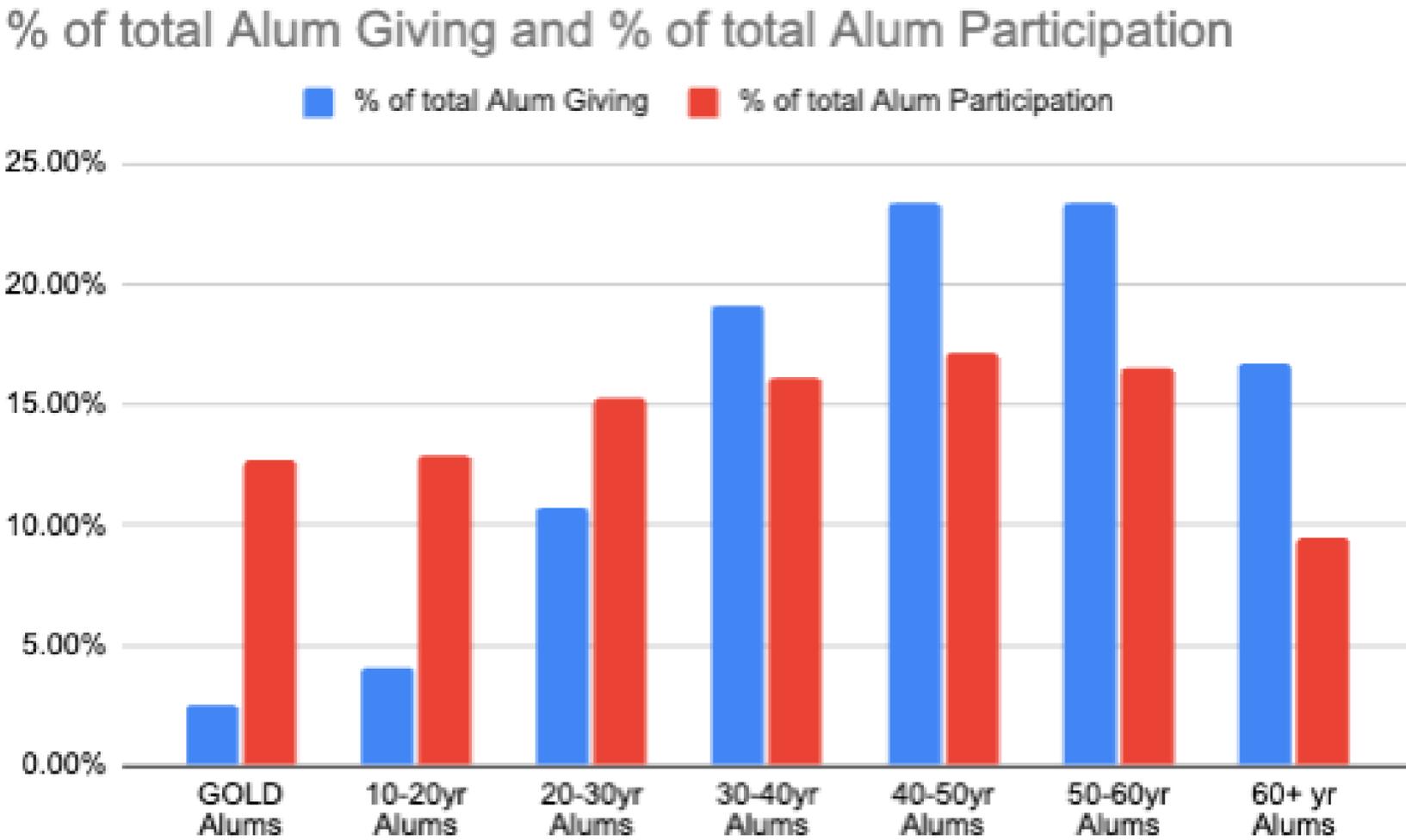
- Median Alum Participation is down 2% since FY23
- Variance between age ranges when it comes to giving isn't very large. 12.5% of alum participation comes from GOLD, 17.5% comes from 40-50 year alums



Source: NAIS Facts at a Glance

FY25 Alumni Participation Trends - Boost Data

- Median Alum Participation is down 2% since FY23
- Variance between age ranges when it comes to giving isn't very large. 12.5% of alum participation comes from GOLD, 17.5% comes from 40-50 year alums



Source: Boost FY25 Data

Are Young Alums Not Giving OR Are They Not Giving To Your School

- 87% of young alums report volunteering or making donations to causes they support. (RNL)
- There isn't a philanthropy shortage, there's a connection shortage.



Investing in young Alum Programs

- **Young alum programs have faded because they're hard to win and easy to cut.**
- **The data indicate this is a mistake and young alums are critical to long term participation and dollar growth.**

The Data Behind Young Alum Giving

- **Young alums who make initial donations are 5x more likely to continue donating compared to a peer who has not given.**
- **Alums who give within 5 years of graduating college are 5-7x more likely to make a major gift later on. (BB)**



How to Optimize

Time on Engagement Pages

- Look to give donors more engaging reasons to stay on your page.

View to Donation Ratio

- Make sure your engagement features are always pushing for giving.

Average Page Visits

- Make your page more collaborative and shareable.

Engagement Benchmarks

Time on Engagement Pages → **1-2m**

View to Donation Ratio → **40%**

Average Page Visits/Donor → **>1.5**



Your Giving Day Checklist

Encourage community engagement

Class leaderboard and challenges

Collect comments, photos, and videos

Improve shareability

Multi-channel outreach

Mobile friendly design

Get your tech set up

Fast, day-of support

Accept Apple Pay, Venmo, PayPal

Part Two

Encouraging Community Engagement

Why does your community give?

- To support programs, show their pride, or empower future generations? The short answer is: a lot of reasons.
- As an advancement team, you have to make sure you cover the most common reasons in your outreach.
- But, the key to a successful giving day is making sure you also cover the rest.



Tie Your Engagement to the Three Reasons Why Your Community Gives

People that give because of **Community**

- Peer outreach
- FOMO
- Alum/parent networking

People that give because of **Cause**

- Program enhancements
- Matching gifts
- Challenge goals

People that give because of a **Catalyst**

- Encouraging others to give
- Class competition
- Incentives

Make Sure Your Giving Day Page Speaks to Your Community

- Your giving day page should do as much as it can to cover the bases you can't hit with your outreach.
- Your community should be able to engage with your page in creative ways that they think will encourage others to give.

The Pillars of Strong Engagement

Community:

- Leaderboards, class challenges, etc.

Cause:

- Videos, comment walls, matching challenges.

Catalyst:

- Leaderboards, donor recognition, text networks, self-made challenges.

Turning Comments into Content and Community

- The most powerful section of any giving day page is your comment wall.
- On average, donors who visit that page section spend 1-2m reading through community comments.
- Schools that add a prompt and pre-load community comments see much higher conversion rates.

Share why supporting Kent is important to you!

Show comments by affiliation

Select affiliation(s)...



David Andrews (Alumni '76, North)

3 months ago



Next year I will return to campus for my 50th reunion. Kent continues to be a major foundation of my life and ministry.



John Rooney (Alumni '73, North)

3 months ago



In memory of Charlie Kershaw, Clint Whisler, Garth Griffin



Encouraging Community
Engagement

Part Three

Shareability & Virality

Why it Matters

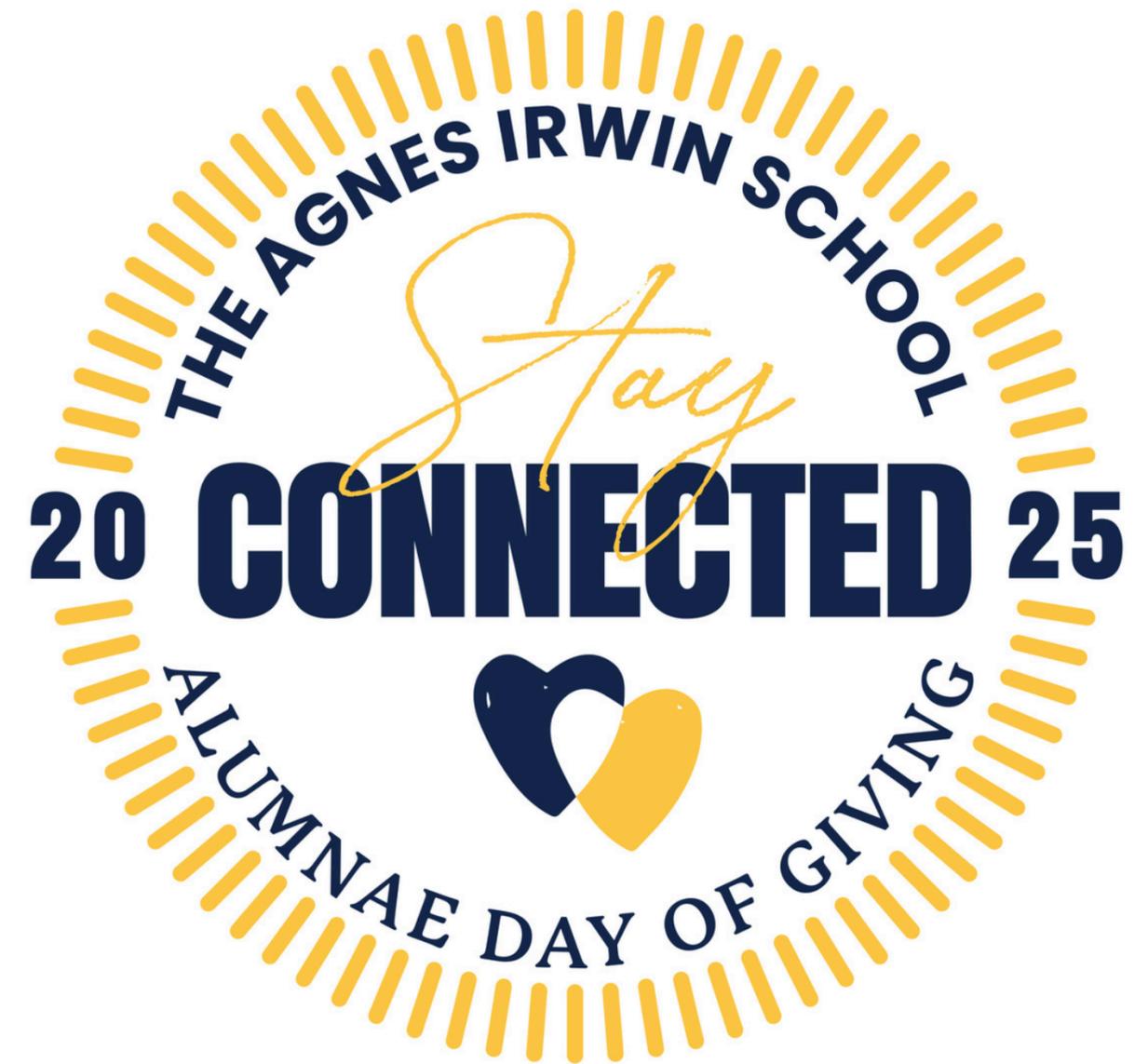
- **The strongest driver of success on your giving day is the engagement level of your community.**
- **Unfortunately, even the most perfectly crafted outreach can't replicate the success that comes from organic community involvement.**
- **That's why shareability and going viral in your community is so critical.**



Case Study

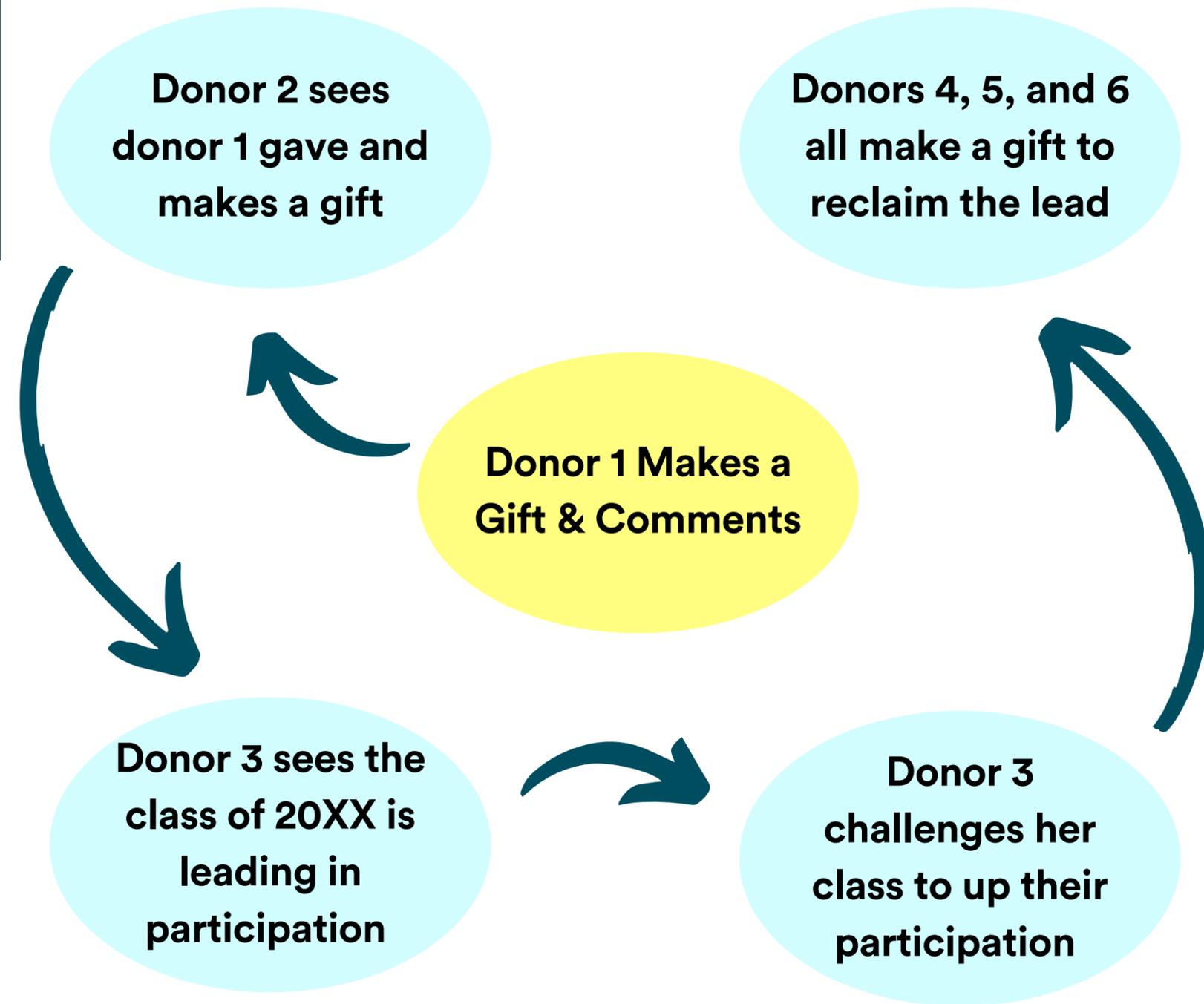
Alumnae Day of Giving

- \$87k raised, 110% of participation goal
- 24% Alumnae Participation Overall
- 50% View to Gift Rate



What do you have that those institutions don't?

- The typical non-profit donor does not know or have a significant connection with the other donors to that cause.
- Your community is close-knit, and has strong peer-to-peer influence networks.
- How can we activate and leverage these networks?

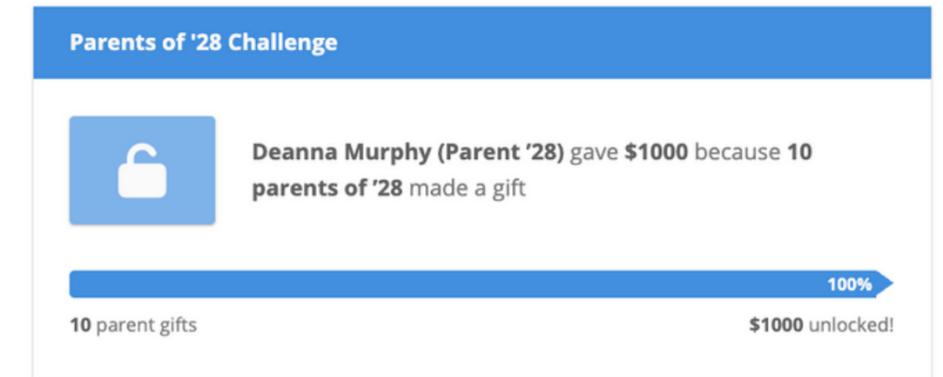


Initiating Loops

- Organic community engagement isn't just a game of luck, you can be the catalyst.
- Leveraging what's on your page, and outreach with specific/targeted messages means you can control when they begin.

Sample Outreach Loop

👋 Hi parents of '28, I'm giving \$1,000 if we get 10 other parents to give, who's ready to go?



Parent leaderboard

Class year	# Donors ↓	Total
<u>2028</u>	13	\$2,088
<u>2027</u>	4	

Parents of '27, looks like Deanna pulled the class of '28 together. Let's show them what '27 can do. 💪

🎉 You just saw a 200% increase in parent giving in the last hour!



Incentives & Challenges

- Creating a culture of giving starts with making gifts, which means it's ok to “bribe” your donors!
- Letting donors become involved in the giving process by simply making a gift makes it more accessible.

A special Agnes Irwin Owl bracelet given to every 50th donor!



Every supporter will win a special Agnes Irwin Owl bracelet given to every 50th donor!

Winners (7)

7. Julia Pierce
Alumnae '09

6. Susan Hallett
Alumnae '95

[Show all winners](#)

Alumnae '93, '95, '00 Challenge



A \$2,500 gift will be unlocked when \$2,500 is raised by the Classes of '93,'95 and '00. In honor of the Malloy sisters!



Making it Feel Meaningful

- Every gift is meaningful to your program, but does it feel that way to your donors?
- How can you make sure that you have your whys covered without breaking the bank?

The Agnes Irwin Summer 2025 Magazine Featuring Class with Highest Participation



The Agnes Irwin Summer 2025 Magazine Featuring Class with Highest Participation



The Results

Alumnae Day of Giving Results

% Of Donors On Mobile —————→ **75%**

View to Gift Rate —————→ **50%**

% of Dollars from Text —————→ **28%**



Poll Time!

**What will be your focus
for your spring day of
giving?**

