

Pursuant Ketchum helps the Association of Former Students **GROW MID-LEVEL GIVING**

Pursuant Ketchum partnered with The Association of Former Students of Texas A&M to create a successful mid-level giving program that generated a multi-year revenue pipeline and identified the next generation of major donors.

CLIENT PROFILE

Located 90 miles northwest of Houston, Texas, Texas A&M University is home to more than 50,000 students and ranks as the sixth-largest university in the country. A&M consistently ranks among the nations top universities and has more than 360,000 alumni worldwide.

The Association of Former Students seeks to promote the interests and welfare of Texas A&M University, perpetuate ties of affection and esteem formed in university or college days, and serve the student body.

CHALLENGE

The Association had never done face to face solicitations for gifts less than \$25,000, but recognized a large gap between these major gifts and their average annual fund gift. Knowing that Dallas-Fort Worth was one of the largest markets for former students, they needed a region-specific program to increase average gifts and develop a mid-level giving program to support the major gift efforts and annual fund.

SOLUTION

The Association engaged Pursuant Ketchum's Charitable Partners program to help identify potential mid-level donors in their existing donor file. Using wealth and behavioral overlays, Pursuant Ketchum was able to segment a pool of prospects in the Dallas-Fort Worth area. In turn, Pursuant Ketchum hired, trained, and manages two development officers, both A&M graduates, who make 500 visits a year to prospective mid-level donors.

RESULTS

Before engaging Pursuant Ketchum, the Association of Former Students had 45 mid-level donor prospects who gave \$7,932 with an average gift of \$176. In the first year of the program, Pursuant Ketchum's officers had solicited 181 mid-level gifts at an average gift of \$1,518. These gifts were generated through 350 visits, with a close rate of 52%. 34% of these donors were non-donors in the previous year, and an additional 46% of donors had given less than \$100 in 2010. In just one year, Pursuant Ketchum generated \$328,180 in pledged revenue, to be fulfilled over the next two years.

As the program continues, these numbers continue to grow, generating a huge revenue pipeline and identifying and engaging the Association of Former Students' next generation of major donors.

350 VISITS
in the first year

181 GIFTS
in the first year

\$1,518 AVG. GIFT
from new donors