TOPIC: Alumni Engagement and Development

This year, Northwestern University will provide a four-day program on the topic of alumni engagement and development (fundraising). The program will address:

- how alumni relations and development are differentiated and how they intersect,
- different types of giving, such as annual or campaign, and how these relate to other types of philanthropy,
- the continuum of engagement, specifically how we move alumni and friends from early stages of engagement to committed major gifts,
- alumni associations and working with volunteers, and
- tools used for prospect research and overall alumni management.

Topics will be introduced alongside best-practice examples from Northwestern University, and will be further explored in joint discussions. Other scheduled activities will include a walking tour of the Northwestern campus specifically focused on the philanthropy of the institution’s donors.