Engaging Young Alumni
Young Alumni Profile

• Young alumni are classified as those with a graduation year between 2002 and 2012.

• The majority of young alumni are part of the Millennial Generation, defined as having been born between 1980 and 2000.

• Millennials are the largest (about 80 million) and most educated generation to date.

• While many Heinz and Tepper alums are not Millennials, they share much in common with the ways that they prefer to communicate and interact with CMU. For that reason we have included all Heinz and Tepper young alumni in our data.
Getting Young Alumni in the Door

• Many chapters and AIGs have been successful in attracting young alumni attendance on a 1-off basis.

• “Young alumni friendly” events at CMU include: touch point(s) with specific campus experiences, social or cultural interest, and/or are relevant to attendees’ professional development.

• In planning these events we try to avoid: out-pricing younger alumni, timing that conflicts with the work day and/or typical social evenings.
Attendee to Volunteer Transition

• Start with acknowledgement and relationship building.

• Assign responsibility to a current leader of following up with attendees, letting them know their presence was valued and encouraging them to continue to participate in the future.

• Ask questions and collect ongoing feedback to make sure your events and opportunities are of interest.

• Encourage them to invite others from their own networks to get involved.
Volunteering Motivations

• Millennials are most likely to give their time if they know their efforts will make a difference.

• They prefer an array of volunteering options that include both short and long-term engagements as well as opportunities to function in a variety of capacities.

• Their top 3 motivations for volunteering are:
  – The mission or cause of an organization
  – The involvement of friends and/or family
  – Opportunities for networking and professional development
Volunteering Plans

- 49% of Millennials who volunteered in 2011 planned to volunteer the same amount in 2012.

- 41% of Millennials who volunteered in 2011 planned to volunteer more in 2012.
Volunteering and Donations

• Millennials that form strong, long-term relationships with nonprofits are more likely to:
  – be willing to act as fundraisers
  – make a personal donation to that nonprofit
  – give larger gifts than non-volunteers
  – encourage friends and family to give and volunteer as well.
Keeping Millennial Volunteers

Millennial volunteers are more likely to come back if they:
- have a clear understanding of their volunteer duties and the organization’s expectations
- are offered a service learning experience that they can add to their resumes
- are offered incentives (like food, t-shirts, etc.)
- have a fun experience.
CMU Young Alumni Volunteer Profile

Young Alumni Volunteers by Class Year

- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
CMU Young Alumni Volunteer Profile

Male vs. Female Volunteers

Male 54%
Female 46%
CMU Young Alumni Volunteer Profile

Top 6 Volunteer Roles

- Career Center Mentors
- Chapter Volunteer
- CM Admissions Council
- Heinz College Career Advisors
- Heinz College Mentors
- Heinz Admissions Ambassadors
CMU Young Alumni Volunteer Profile

Young Alumni Volunteer Trends

[Graph showing trends from 2005 to 2013]
Discussion

• Success stories and lessons learned from current volunteer leaders.