Loyal Scot Overview

Core components...
✓ Connect by maintaining your contact information with CMU
✓ Engage in CMU events or volunteering
✓ Give gifts of ANY size to areas most meaningful to you
✓ Brag about the university and our outstanding global community

Other details...
- Annual – need to complete ALL 4 components EACH year
- Students and alumni only
- Only CMU recognition program that recognizes involvement in addition to giving
- Tagline – Plaid to the Bone

How it came to be/why do we have Loyal Scot...
- Define expectations of alumni and students as members of the university community
- Create a sense of alma mater
- Build on the traditions of giving back with time, talent and treasure AND promote them
- Acknowledge that many alumni and students are already doing these things
- Involvement, staying informed, and promoting CMU are equally as important as giving, and should be recognized, as well
- Recognize alumni and students who do all 4 things each year

Recognition...
✓ 1st time alumni Loyal Scots – welcome packet with LS lapel pin
✓ 1st time student Loyal Scots – welcome packet with shrink-wrapped LS t-shirt (new this year!)
✓ Graduating students who are Loyal Scots – LS lapel pin during graduation fair
✓ 5 year consecutive Loyal Scots – recognition mailing with red leather luggage tag w/LS logo
✓ Alumni listing online (current and previous fiscal/academic year, and 1-aways)
✓ Pins and stickers for LS at events

Talking points for engagement/Loyal Scot...
Start with a question. Have you heard of Loyal Scot?
- See what they know
- Opportunity to dispel myths (i.e. it’s all about money; you only have to do it once and you’re a LS forever, etc.)
- Increase awareness and understanding of 4 elements; annual program/renew status each year; exclusive recognition for students and alumni only; no other program recognizes giving AND involvement and connection

Stay connected. Maintain your contact info with the university to connect with CMU and the global alumni network.
- Receive invitations to campus, college, regional and interest group events
- Hear the latest news via Carnegie Mellon Today magazine, emails, E-newsletters, College/department communications, and more

Stats:
- Search the online directory of 94,000 alumni
- Network with CMU’s 25,000 LinkedIn members
**Build community.** Attend events – in person and online – and volunteer to grow your network, stay current on CMU and form lifelong relationships.
Stats: 5,000 volunteers
Nearly 600 events annually

**Open the door.** Make a difference across the university, to student organizations, departmental projects, scholarship recipients and more with your annual gift of ANY size.
Stats: 95 student organizations supported in (FY13)
Over 1400 undergraduate student endowed scholarship recipients (FY13)
Over 5000 gifts to help our colleges; 360 to the library; over 600 gifts to athletics (FY13)

**How you can help…**
- Invite those who have already made a gift to CMU to attend an event
- Encourage those who have participated in events or as volunteers to make a gift of ANY size to CMU and support the area most important to them
- Connect with consecutive alumni and student LS and encourage renewal of their status
- Talk about Loyal Scot with friends and classmates
- Give out LS promo items at your events, organization meetings, etc.
- Promote LS in your communications and programs – even just one ‘value’ at a time
  - At an event, highlight the ENGAGE component and how by coming to events you can grow your personal network
  - Around December (end of tax year) and June (end of the fiscal year) or at key events, highlight the GIVE component, with opportunities to support whatever you want and with ANY size gift
  - In your communications or at events, highlight the CONNECT component and how important it is to keep contact info updated so that you get event invitations, CMToday magazine, can be part of the online directory and CMU LinkedIn group
  - Anytime you are giving out CMU promo items, highlight the BRAG component – self-explanatory… 😊

**Questions, thoughts, ideas? Contact…**
Lynn DeFabio, Director of Engagement & Communications
defabio@cmu.edu 412-268-5697

Dana Bekavac, Assistant Director of Engagement & Communications
dbekavac@andrew.cmu.edu 412-268-1603

loyal-scot@andrew.cmu.edu
cmu.edu/loyalscot