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)
More than 1400 undergraduate student endowed scholarship recipients (FY13)
More than 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

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