

AALS Section on Institutional Advancement

The Development Mindset – Alumni and Development Working Together

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- I. Overview - Office Staffing --- Assistant Dean for Development and External Affairs, Director of Alumni Relations, Director of Major Gifts, Associate Director of Development (Annual Fund), Assistant Director of Alumni Relations, and Two support staff. Director of Public Relations (communications person) works in our office, but currently reports to the Associate Dean.
- I was the first Director of Alumni Relations at ELS, and because I had come out of a Development position, the concept that Alumni Relations and Development NOT work together strategically was foreign to me. My responsibilities include overall responsibility for Alumni Relations, and I am co-editor with our Director of Public Relations, for the Emory Lawyer Magazine. I do a monthly E*NewsLetter to approximately 4,000 alumni, and have significant responsibility for stewardship of donors. I also have a portfolio of major gift, and volunteer prospects. Leadership identification and development is important to me and I try to help create some of the engagement plans to move our prospects from identification through cultivation, and solicitation.
 - The Alumni Relations program provides the lifelong framework upon which the development program can hang. Alumni Relations provides the essential infrastructure that enables alumni to get engaged from the time they start law school and for the rest of their life. Because of the importance of the structure – reunions, networking and social events, mentoring opportunities, continuing legal education programs, email and printed communications, educating alumni about the needs and aspirations of the school -- I feel that what we do is utterly central and worthy of a great deal of respect whether you are in a campaign or not.
 - We have exactly 8,402 alumni of record (not inactive or lost). Around $\frac{3}{4}$ of our alumni graduated since 1970 (or are early 50's or younger), therefore, how we cultivate a sense of engagement with these young alumni is key to our future major gifts program.

- We have three alumni advisory boards – The two I work the closely with are the Young Law Alumni Council (most recent five years and staffed by Annual Fund/Young Alum person) and the Law Alumni Association Executive Committee (which I staff). Annual Giving is a major interest and component of the mission of both of these groups, together with alumni programming which includes some CLE, Alumni Weekend, and so forth, Admissions and Career Services. We also have the Law School Council (major donors and prospects) which is managed primarily by the Assistant Dean for Development and the Major Gift Officer. We also work closely with the Black Law Students Association Advisory Board and with a couple of other boards.
- All members of the staff of the Office of Alumni Relations and Development have alumni relations responsibilities – and we all have development responsibilities, as well. Because we are a relatively small office (although we are gearing up for a campaign and will be adding several new people), communication and collaboration are essential. A good example is our reunion program. We have been doing reunion parties for a number of years, however, we do not have a long history of reunion giving and are really just starting this program. Currently, I am working with three classes to both work with the party planning and the reunion giving, the Assistant Director of Alumni Relations is working with three classes, our Major Gift Officer is working with two classes that have the greatest major gift potential, our Assistant Dean has one fairly high potential class, and the Annual Fund person has one class. The Assistant Director and I have the greatest responsibility for the execution of reunion weekend, creation of materials, templates, etc. that the others can use.
- Regional Events – We do a number of events a year in Atlanta and in cities where we have concentrations of alumni and prospects. In planning for our events, we keep in mind who and where our major prospects are. Our travel will almost always have a mix of objectives and the same staff person may find themselves in a major gift call with the Dean, and hosting a Young Alum Happy Hour later that night. I am the point person with the central university's alumni office and work closely with them in making sure that the Law School takes advantage of opportunities presented by university programming, especially when the President is traveling.
- The Alumni Relations folks staff the Student Alumni Association which is a new group of student ambassadors who work with our office to help host events, participate in fund raising phon a thons, help

plan events, etc. This is new and I hope will work out well to help educate other students and expand the reach of our office.; together with our Annual Fund person, we staff 3L Class Gift Campaign which is also a class community building program.

Capital Campaign – We are in the planning phase for a capital campaign. We have a strategic planning progress that is going on now and we hope to roll out a substantial part of the plan and start conversations with our alumni advisory boards in May. We haven't set our goal quite yet but it will be sizable. We have identified a campaign chair and thus far have recruited six additional Steering Committee members. We are looking at office staffing scenarios, and are in a search for a Assistant Dean for Development and External Affairs to lead our office in this effort. Our database has been screen by Grenzibach Gleer and Associates, and we have a new Sungard BSR donor database and prospect tracking system. So, we have a great deal of work cut out for us, but have a lot of key elements in place.