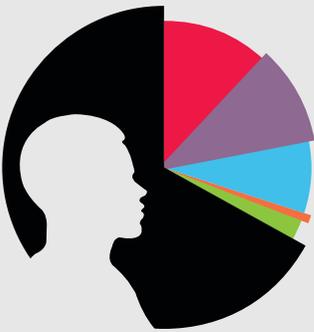


ENGAGING DIVERSE COLLEGE ALUMNI

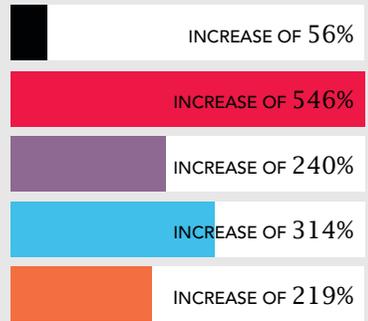
RESEARCH BY MARYBETH GASMAN AND NELSON BOWMAN III

THE FACE OF THE CLASS OF 2013



- 67% White
- 12% Hispanic/Latino
- 10% Black
- 8% Asian/Native Hawaiian/Pacific Islander
- 1% American Indian/Alaska Native
- 2% Two or more races

SHIFTS IN U.S. UNDERGRADUATE POPULATION (FROM 1984 AND 2009)



By 2050, there will be more people of color (54.8%) than Whites (45.2%) in the United States.

Most colleges and universities don't collect information on philanthropic giving and other forms of engagement among alumni of color. **To maintain their funding levels, development offices must begin to learn about the giving habits and traditions of their alumni of color.**

5 WAYS TO ENGAGE DIVERSE COLLEGE ALUMNI

"All too often, traditions other than those of the majority are ignored or overlooked. The best way to become familiar with these traditions is to ask alumni of color to tell us about them."

—MARYBETH GASMAN AND NELSON BOWMAN III

1 CREATE SPACES TO DISCUSS ISSUES OF RACE AND CULTURE

- Build trust through face-to-face communications
- Research, recognize, and respect cultural traditions, and have transparent conversations
- Create valuable fundraising leadership roles that are reflective of your alumni

2 UNDERSTAND WHAT MOTIVATES ALUMNI OF COLOR TO GIVE. FOR EXAMPLE, RESEARCH SUGGESTS THAT:

- African Americans are *more likely* to respond to appeals tied to racial uplift
- Asian/Pacific Islanders *prefer* to make gifts in memory of lost loved ones
- Latinos *often* support programs that address barriers to Latino educational engagement
- Native Americans *often* view giving as an extension of honor, and tie it to preserving the future generation of Native people

3 UNDERSTAND FOUR TOP REASONS YOUR ALUMNI MAY NOT HAVE GIVEN IN THE PAST. ALUMNI REPORT THAT:

- They are not asked to give in a manner that is respectful of their culture
- Negative experiences they had while they were students remain unaddressed

- They are frustrated with the use of merit aid over need-based aid
- Fundraisers are not transparent enough about where the money is going

4 MAKE THE ASK!

- View alumni of color as givers and as valuable alumni
- Tailor your requests to the unique giving traditions of alumni of color
- Provide concrete giving opportunities, such as scholarships, diversity initiatives, faculty diversity efforts, and cultural centers

5 REMEMBER...

"Community is more important than the individual ... Alumni of color are interested in learning about your institution's commitment to uplifting the next generation and how you are making the experiences of students of color more meaningful."

—MARYBETH GASMAN AND NELSON BOWMAN III,
Engaging Diverse College Alumni



Graduate School of Education
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ENGAGING DIVERSE COLLEGE ALUMNI

RESEARCH BY MARYBETH GASMAN AND NELSON BOWMAN III

MARYBETH GASMAN is professor of higher education in the Graduate School of Education at the University of Pennsylvania. She writes extensively on fundraising and philanthropy.

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In their most recent book, *Engaging Diverse College Alumni: The Essential Guide to Fundraising* (Routledge, 2013), Gasman and Bowman consider the substantial impact that changing demographics are having on college and university fundraising. They argue that in order to continue garnering funds and supporting their higher education institutions, development offices and individual fundraisers need to learn more about alumni of color. To help move fundraising staff away from a “one size fits all” approach, *Engaging Diverse College Alumni* provides a comprehensive overview of philanthropy in diverse cultures, offering concrete suggestions for engaging these populations.

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