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SROC 2014

Alumni Engagement: Graduation is just the start

Louise Shaw & Andy Cooper

Development, Alumni Relations and Events
University of Sheffield

We aim to cover …

- A bit about Sheffield … and us
- What is DARE / DARO
- How does it work
- Alumni Relations
- Fundraising
- Information Management
- How you can help

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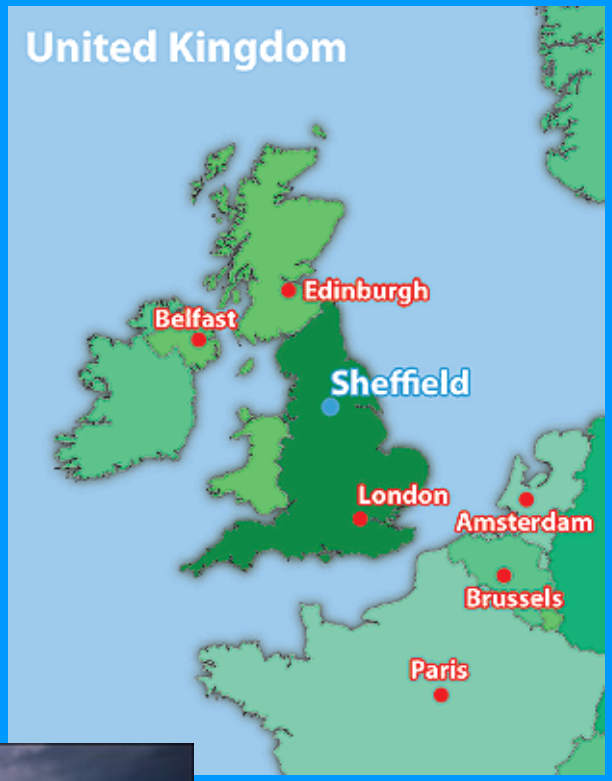
Sheffield



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DARE / DARO – Basic Functions

- Alumni Relations / Engagement
- Development (fundraising)
- Information Management
- Events

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Graduation

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Alumni Relations

What is it for?

- Engagement
- Brand/Profile
- Volunteering
- Networking
- External Links
- Recruitment

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Alumni Relations

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Alumni Relations

- Magazine
- E-newsletters
- Events
- Reunions
- Website

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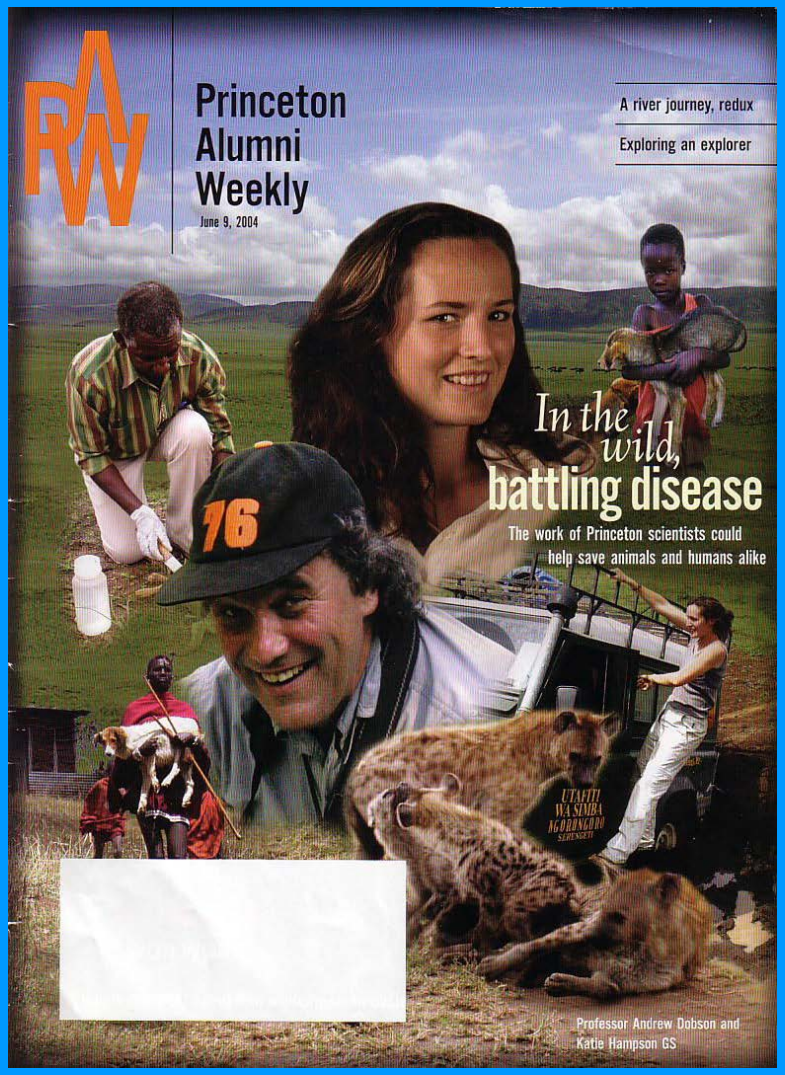

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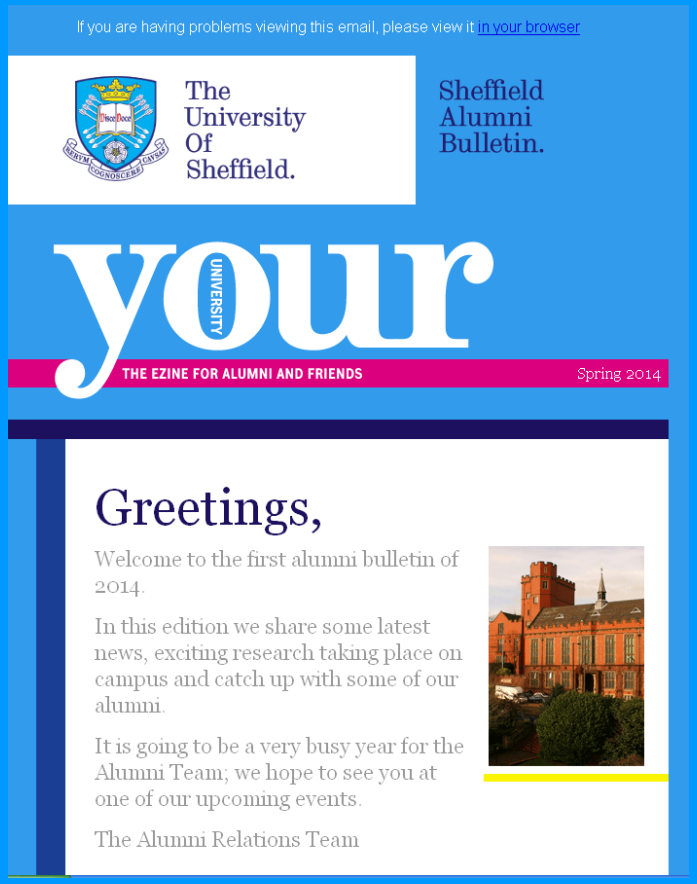
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Sheffield Alumni Bulletin.

your UNIVERSITY

THE EZINE FOR ALUMNI AND FRIENDS Spring 2014

Greetings,

Welcome to the first alumni bulletin of 2014.

In this edition we share some latest news, exciting research taking place on campus and catch up with some of our alumni.

It is going to be a very busy year for the Alumni Team; we hope to see you at one of our upcoming events.

The Alumni Relations Team

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Alumni Relations

- Magazine
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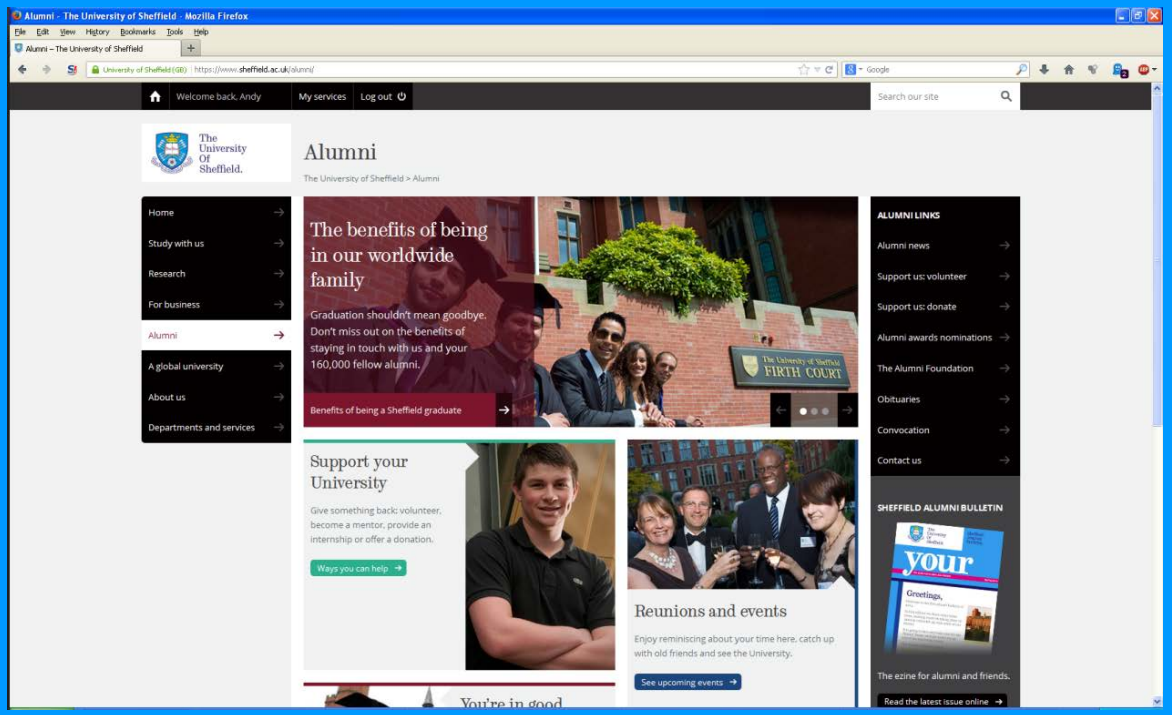

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The Alumni Fund

- Contact alumni – by mail and phone
- Team of student callers
- Attempted to contact 38,000 alumni last year with 5170 contacted successfully
- Raises around £400,000 per year
- Currently has 1,000 people making a regular donation

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The Alumni Foundation

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Scholarships

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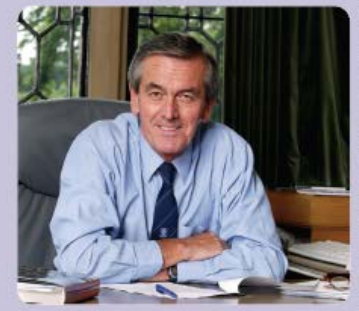
The Bob Boucher Scholarships Fund:
Helping talented students reach their potential



This year, our Alumni Fund will be raising scholarship funds in honour of **Professor Bob Boucher, CBE,** the University's former Vice-Chancellor, who sadly passed away very suddenly in March this year. **Please consider making a donation** in his memory, to a cause which was always very close to his heart – helping young people to improve themselves through education.

"Bob Boucher's association with Sheffield spanned almost 40 years, and he was an enthusiastic personal supporter of the University's scholarship programme. Those of us who knew him will remember his view that supporting education was "a very noble cause." Please join me in making a donation in his memory today, to help Sheffield students."

Sir Richard Roberts, FRS
Nobel Laureate for Physiology/Medicine 1993
BSc 1965, PhD 1968, DSc 1994

Funding scholarships

"One of the greatest gifts you can be given is an education. Your donations are a gateway to that great gift – they help not only myself, but others like me, to reach our full potential."

Danielle Manson
Alumni Fund Scholarship recipient (Law)

Alumni Fund Scholarships, worth £1,000 per year, are tremendously important for the support, hope and inspiration they give to students like Danielle. They are awarded to academically gifted undergraduate and postgraduate students, from all five faculties, who have had to overcome particularly difficult financial or personal circumstances to win their place at Sheffield.

Your gift will provide a Sheffield education for students who might not otherwise have this wonderful opportunity. And it will provide a fitting tribute to a Vice-Chancellor who did so much for Sheffield during his lifetime.

Professor Bob Boucher with scholarship students.

Your gift now goes even further with Matched Funding – see overleaf →

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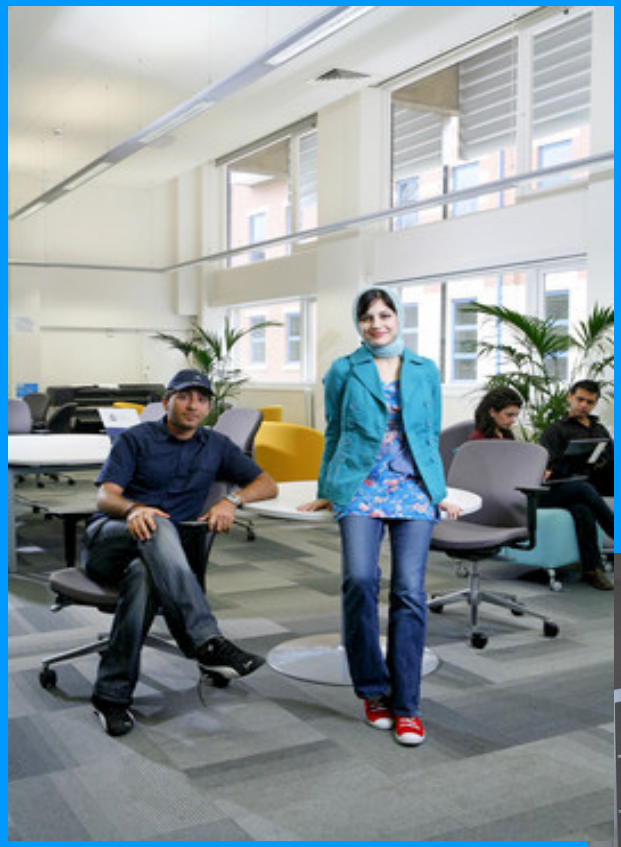
Departmental Grants



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Fundraising

'New funds secured by institutions rose from £676 million in 2010-11 to an all-time high of £774 million in 2011-12. This is the second consecutive year that an all-time high has been reported.'

Ross - CASE Survey 2011/12

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Fundraising

- Individuals – alumni, local people, grateful patients, well known philanthropists
- Organisations – trusts and foundations, companies
- Legacies

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Fundraising is …..

- Hard work!
- Based on building and maintaining long term positive relationships
- Requires the involvement of University staff

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Stewardship

- Saying thank you
- Ensuring the gift is spent as wished
- Providing appropriate recognition

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Capital Projects - SITraN

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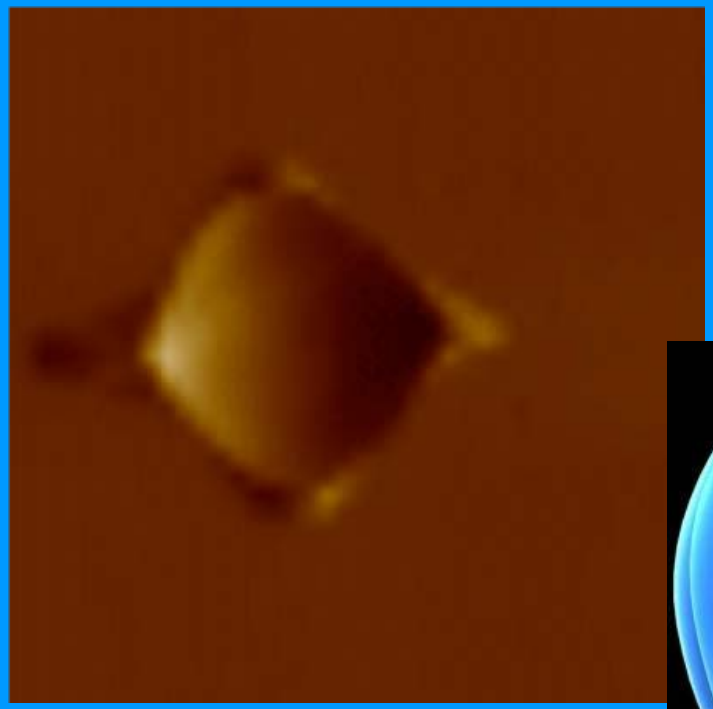
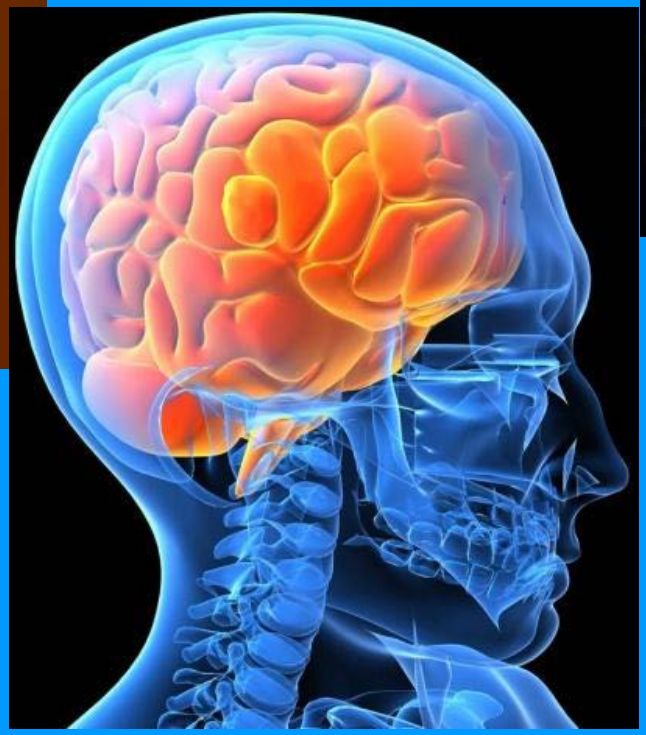
Research





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Information Management

- Long term resource
- Student Record is the start
- The Fridge
- Crap in crap out
- Tailored tools

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Information Management

- How is it used

- Communications
- Statistics
- Reporting

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How can I help?

Make your data as good as possible

Front of house – alumni literature

Come to some events

Alumni in the news

Make your data as good as possible

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Be great ambassadors

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