

Development & Alumni Relations

Update, June 2023

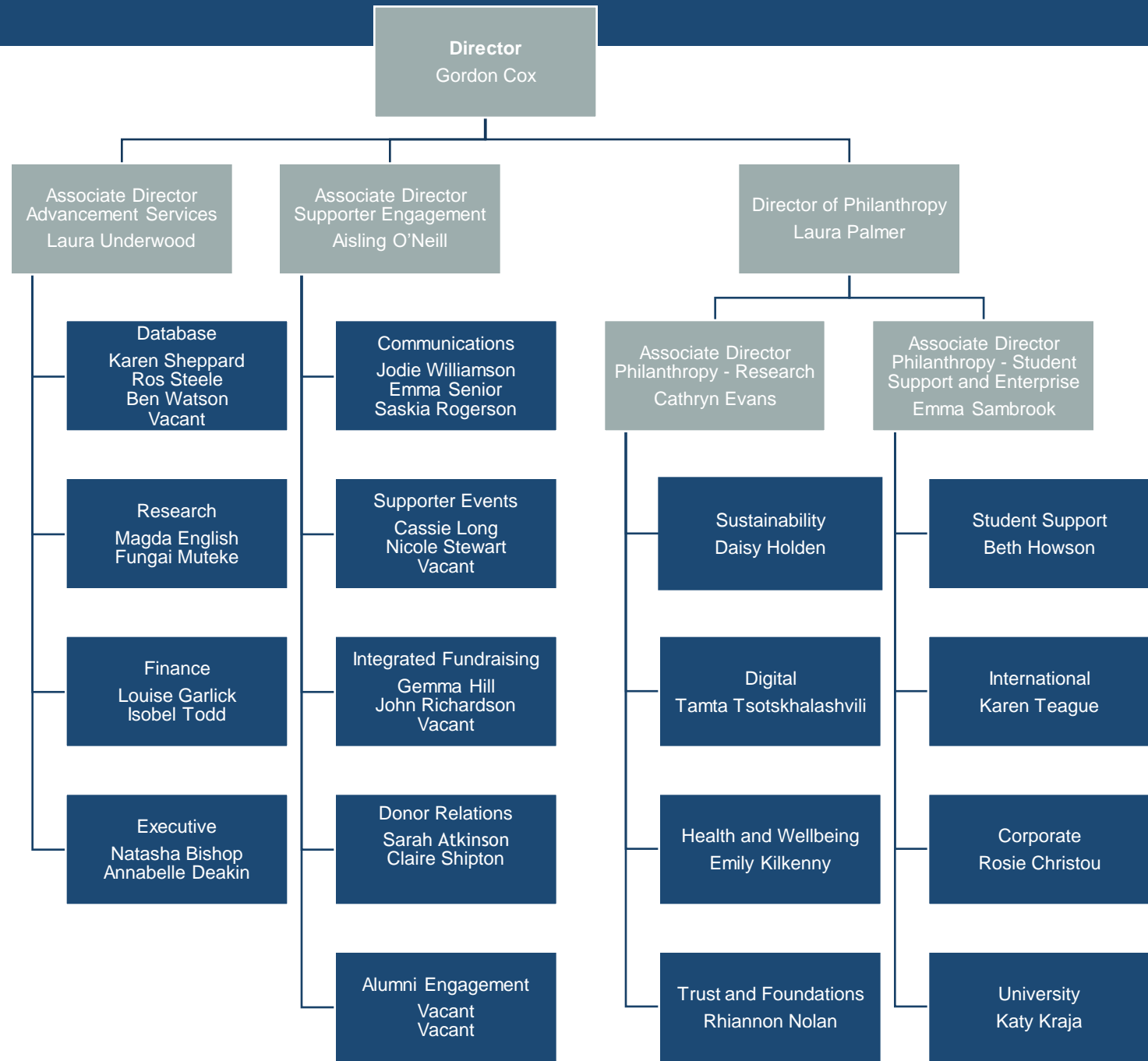


Changes to Department Structure and name

Director
Gordon Cox



Advancement Office

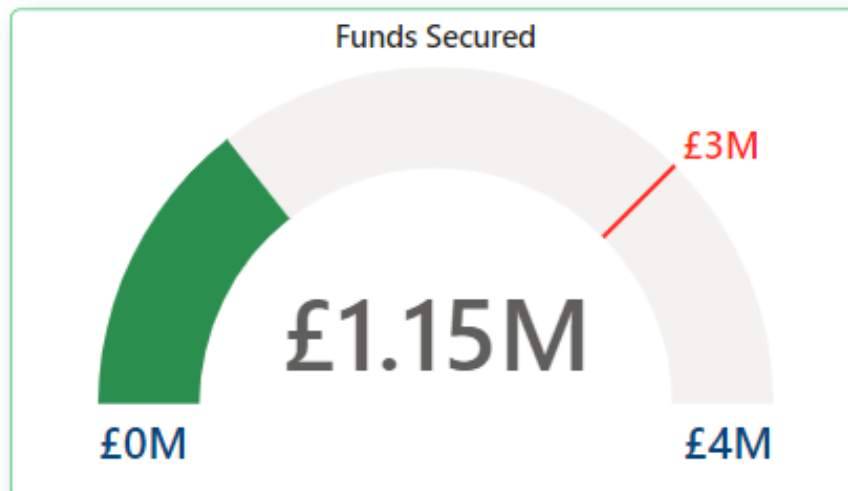
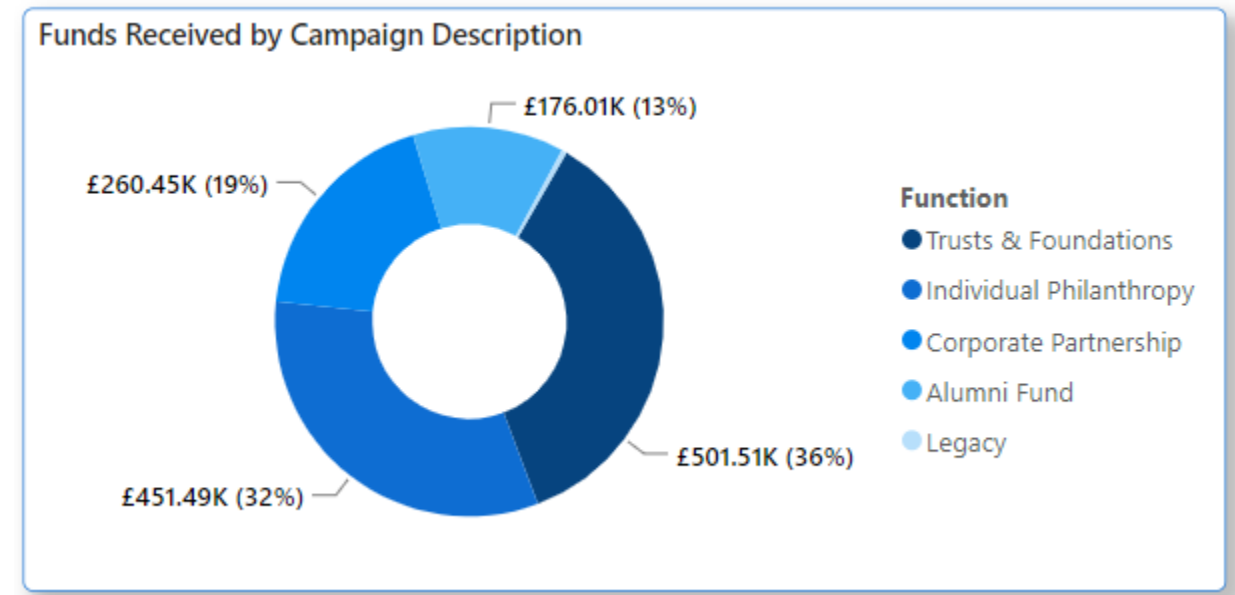
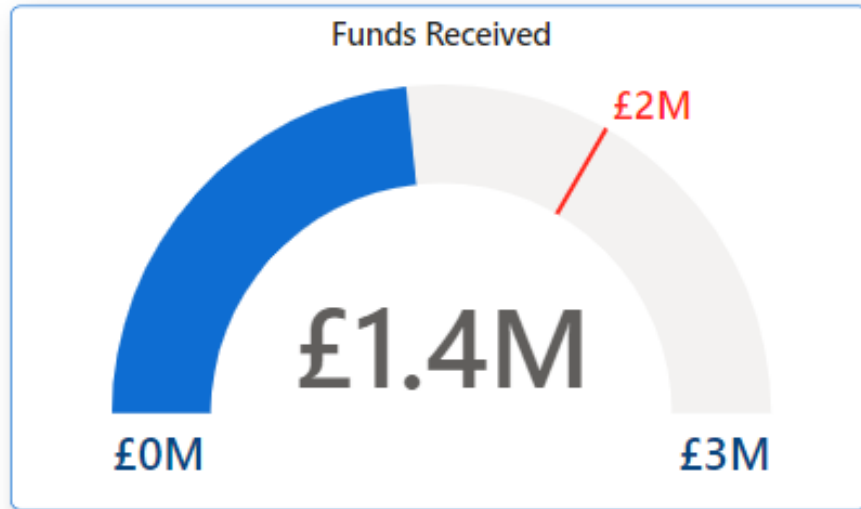


Fundraising Overview

Director
Gordon Cox



Fundraising Overview 2022/23, Q1-Q3:



Appeal Category	Funds Received
Crowdfunding	£116
Direct Mail	£2,294
E-Appeal	£22,875
Face-to-Face	£961,870
Publications	£8,406
Telethon	£131,729
Unsolicited	£268,073
Total	£1,395,363

Engagement Overview

Associate Director,
Supporter Engagement
Aisling O'Neill



Alumni communications



E-newsletter (Bi-monthly)

80K+ recipients

Avg open rate Q1-Q2:
45.8%

E-hugs (Bi-monthly)

2K Alumni Fund donors

Avg open rate Q1-Q2: 61%

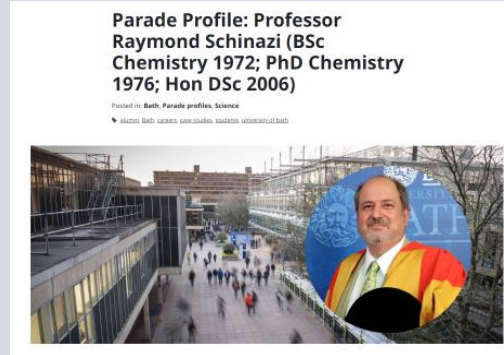


Social media

26.2K across
Facebook, Twitter,
Instagram, LinkedIn

Bath Connection:

- 6,414 users
- 4,148 alumni
- 448 students
- 1,816 offer-holders
- 1,655 Alumni Experts



Alumni case studies

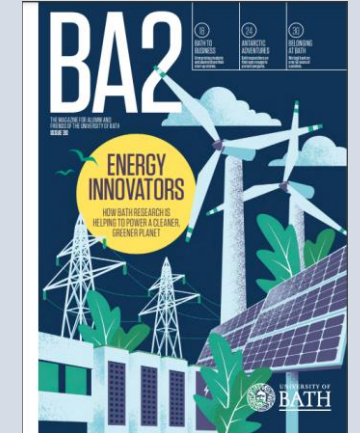
Weekly Parade Profiles on the blog to support engagement, cultivation and recruitment



Inspire

New annual donor report will be printed and mailed in November 2023.

Designed to showcase the impact of philanthropy across the University.



BA2 Issue 31

Special online-only issue

Print will resume with Issue 32 in Spring 2024

Alumni Engagement: Events



22/23 Q1-Q2 overview






Next steps for Alumni Engagement at Bath

- Review of all AE activity currently taking place
- Recruitment of Alumni Engagement team in Autumn 2023
- Engagement with the alumni community to develop a new strategic plan, including Alumni Chapters, volunteering, events, communications

Future Activity Overview

Associate Director,
Supporter Engagement
Aisling O'Neill



	Q1 (Aug – Oct 23)	Q2 (Nov – Jan 23/24)	Q3 (Feb – Apr 24)	Q4 (May – Jul 24)
Alumni relations 	<ul style="list-style-type: none"> • Dept name comms • Edinburgh reception • Rugby at the Rec • Canadian Thanksgiving e-card 	<ul style="list-style-type: none"> • Get Connected (Bath) • US Thanksgiving e-card • Christmas Card 	<ul style="list-style-type: none"> • BA2 magazine feature tied into Olympics • Get Connected (Bath) • Lunar New Year 	<ul style="list-style-type: none"> • Get Connected (London)
Donor relations 	<ul style="list-style-type: none"> • Canadian Thanksgiving e-card 	<ul style="list-style-type: none"> • Inspire - donor impact report: • Gold Welcome Reception • Research event • US Thanksgiving e-card • Christmas Card 	<ul style="list-style-type: none"> • Scholarship Reception • Lunar New Year 	<ul style="list-style-type: none"> • E-hug with a focus on projects supported • Gold Celebration Dinner • US Foundation Board Meeting • Giving Circles Dinner
Philanthropy 	<ul style="list-style-type: none"> • Appeal (Direct Mail/E-Appeal/Online) • Student Support Gold Dinner 	<ul style="list-style-type: none"> • Telethon • Health and Wellbeing Dinner 	<ul style="list-style-type: none"> • E-appeal • Legacy Direct Mail • Sustainability Dinner 	<ul style="list-style-type: none"> • Appeal (Direct Mail/E-Appeal/Online) • Telethon • Digital Dinner
Year-round and other engagement activity	Thank-you letters Bath Connection E-newsletters E-hugs	Social Media Parade Profiles Alumni Drinks International Events	Minerva Lectures Festival of Discovery Festival of Social Science	Legacy Fundraising Digital Fundraising Bespoke donor retention and development activity