



THE AMERICAN UNIVERSITY IN CAIRO

Alumni Relations and Fundraising

Learning from the Best-in-class

CEEMAN

Annual Conference

Prof. Kevin O'Connell

Cape Town, South Africa, 27 September 2012



Whether transitional or established society
high quality networking and alumni relations
= success in fundraising

- We can learn from the best-in-class, despite large differences between developed and transitional societies and their institutions.
- Best to study the “best-in class” approach, then adapt and modify for a transitional society



THE AMERICAN UNIVERSITY IN CAIRO



■ Harvard University

- Raises approximately \$600 million per year (published and ranked)
- Same level of giving for several years, despite general decline in other institutions from the economic crisis
- Largest university endowment in the world = \$32 billion



■ American University in Cairo

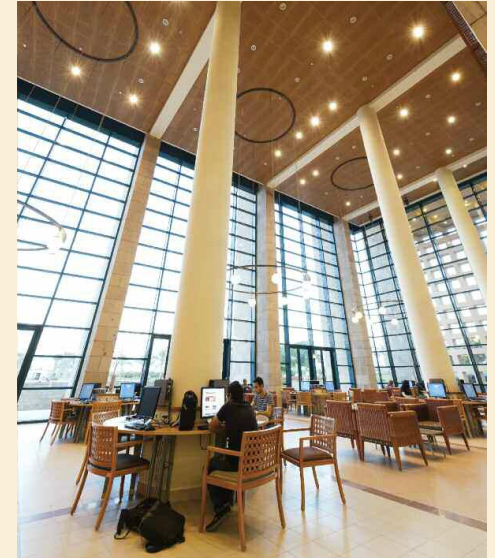
- Raises approximately \$6 million per year (published, partially ranked)
- Endowment first created 1919
- Recently built a new campus for \$400 million on 260 acres, \$100 million from capital fundraising

Is the gap too big for a transitional society institution to learn from the “best-in-class”?



THE AMERICAN UNIVERSITY IN CAIRO

- **5200 undergraduates**
- **1300 graduate students**
- **Four main schools**
- **Students 90% Egyptian**
- **420 faculty, about 1/3 from the USA**





Harvard alumni are considered one a university's strongest assets, and one of the most important keys to success

DEVELOP A LIFETIME RELATIONSHIP

- **Start early, well before graduation**
- **Constant contact with alumni over their lives**
- **A deep and personal association with alumni**
- **Provide multiple benefits to the alumni**



➤ Start early, well before graduation

FROM THE HARVARD ALUMINI BULLITEN

This year's Convocation will serve to welcome the incoming freshmen, Class of 2016, to Harvard College, providing them with an understanding of the values, history, and traditions of the institution.

Each year, alumni marshals and proctors lead a colorful procession of students, House masters, faculty, and University leaders into Tercentenary Theatre for the program. During the procession, freshmen also receive their class pins, which they proudly display during the ceremony and throughout events during their time at and after Harvard College.

With inspirational speeches from a current student, HAA President Carl Muller '73, JD '76, MBA '76, and University officials, including President Drew Faust, as well as music from a variety of student groups, Convocation will help to develop a sense of belonging and class unity among the new freshmen.

To learn more about how College Alumni Programs engages with undergraduates, please visit our website.



**Engagement
continues for
4 years**



➤ **Constant contact with alumni over their lives**

Examples:

- **Harvard Alumni Association (37 staff)**
- **Reunions**
- **Clubs, both physical and virtual,**
- **Harvard Gazette subscription (free)**
- **Harvard Magazine (free)**
- **Class activities: reports, directories, fundraising**
- **Many other invitations to events, contacts**

**An alumni can expect to get contacted
several times a month – for a lifetime!**



➤ A deep and personal association

A recent e-mail example,
deep and personal ...



Hi Kevin,

We're looking forward to seeing you in less than 2 months for our biennial Alumni Weekend!
Three action items for you:

1) Buy your Harvard-Yale football game tickets ASAP - tickets are already going fast. They discounted and you will be **seated with Swimming Friends!**

Online: <https://tickets.gocrimson.com/Online/seatSelect.axx>

Phone: 617-495-xxxx (between 9am and 5pm)

2) RSVP to james.a.xxxxxxx@gmail.com. We currently have over 70 men's and women's alumni who will be attending both the **Alumni Swimming Meet** and the **Cookout**. So don't **miss out to join old and new friends.**

3) Join our Facebook Group ("Harvard Swimming & Diving Alumni") for **routine updates.**

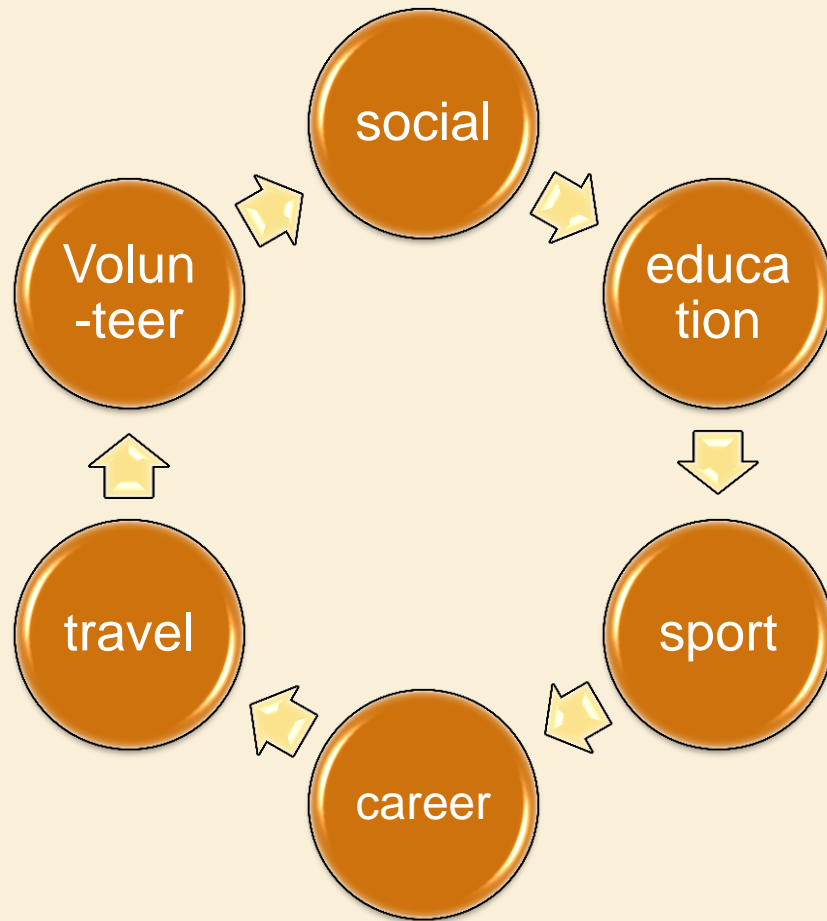
All the best, and please don't hesitate to be in touch if you have any questions - or have input on how we can make this the best Alumni Weekend yet.

James Waters '01



➤ Provide multiple benefits

FAR TOO MANY TO LIST



- Career advisory services not limited to students
- Social activities are frequent
- Volunteering ranges from mentoring, coaching, to interviewing prospective students



DEVELOP A LIFETIME RELATIONSHIP

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- A deep and personal association with alumni
- Provide multiple benefits to the alumni

Can transitional society institutions implement this complex and expensive approach?



The American University in Cairo has taken many similar “best in class” steps

- **Start early**
 - Recently started senior class gift (20% participation)
- **Multiple Benefits**
 - Alumni ID Cards
 - AUC E-mail Account
 - Alumni Travel
 - Limited special admissions for alumni’s children
 - AUC alumni chapters (New York, London, others)
 - Announcements for lectures, training and events
 - Regular newsletter
 - Many others !



The American University in Cairo has taken many similar “best in class” steps

- **Constant contact with alumni over their lives**
 - Meet the CEO, MBA Debate, Honors Assembly, IT forum, etc.
 - Bi-annual Newsletter for the school Alumni database



The American University in Cairo has taken many similar “best in class” steps

- **Deep and personal relationship developed**
 - Numerous alumni awards
 - Campaigns “Loyal for Life” and “Proud to be an AUCian”
 - Goldman Sachs WEL program (*women entrepreneurs and leaders*), networking events, workshops, training, other events
 - AUC School of business maintains separate development office for targeted contacts



Some observations and advice to kick-off a discussion

- **Use “best-in-class” as an inspiration and source of ideas**
- **Don’t develop a check-list of programs and then rapidly implement**
- **The concept of giving back must be fostered and encouraged**
- **Others comments??**