Honors College Managing Donor Relations Using a Continuum Model

Why create a donor continuum?

- Mechanism to plan and prioritize a comprehensive portfolio of development activities
- Framework to facilitate and individualize stakeholder engagement at multiple levels
- Structure to guide investment in development efforts
- Enabler for increasing scale of engagement activities

Donor continuum structure

- Five stages
  - **Discovery** – Little knowledge and/or previous engagement
  - **Interest** – Indicates desire to learn more about program and/or opportunities
  - **Engagement** – Takes part in event or activity
  - **Participation** – Donor and/or active participant in program development
  - **Ownership** – College board membership and/or program host or designer
- Engagement activities and outreach are designed to transition donors along the continuum

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1 The donor continuum process map and action matrix used here were developed by extending upon the concepts shared in training sessions provided by Advancement Resources (https://www.advancementresources.org/).
### Donor continuum action matrix

Defining different audiences or groups of stakeholders allows for further customization of messaging and activity.

- Alumni of college/program
- Local business/industry stakeholders
- Parents/families/guardians
- Alumni of OSU
- Other stakeholders with aligned vision

### Translating donor continuum into action

<table>
<thead>
<tr>
<th>Stage</th>
<th>Target Audience</th>
<th>Discovery Activities</th>
<th>Owners and Status Discovery Activities</th>
<th>Engagement Activities</th>
<th>Owners and Status Engagement Activities</th>
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| College and Program Alumni   | HC hosts a State of the College webinar for honors alumni  
• Record the event and post online for others to view  
• Post agenda before webinar | Toni and Kevin Scheduled for 2/22/19                                               | HC invites alumni as speakers to key HC events  
• Offer a variety of events for a variety of interests  
• Survey alumni to see what is best option | Tara and Ben Mason  
Kick off alumni lunches at the HC. We have invited a handful of alumni to talk with students over lunch to supplement Dean and Friend events |
| Local business/industry      | HC volunteers attend civic and business events  
• Lunch meeting of City Club  
• Dinners with talks  
After events be sure to follow up | Mary, Carol, and Paul  
Toni and Kellie work on script and target events | HC invites business leaders to a special reception in conjunction with the thesis fair that includes HC students, HC faculty, and staff  
• Send preview of topics and | Tara, Kevin, Alicia, and Carol  
Use one event for both of these purposes...Thesis road show with |
| Parents | HC hosts State of the College webinar for parents  
- Webinar specific invites  
- Educate on needs | Toni, Kevin, and Tara  
Scheduled for 2/22/19 | HC invites parents and area high school counselors to informal networking/mixer events hosted by HC volunteers  
- Events with active involvement may draw more parents  
Have opening testimonial by host: why they support HC |

### Tracking activities and engagement

- Salesforce CRM developed to follow students through entire lifecycle (admit, current student, alum)
- Expanded to include Honors College friends and supporters
- Tracks contact information, donor type, stage of donor commitment, relationships, activities, and engagement history
- Allows for assignment of task items