

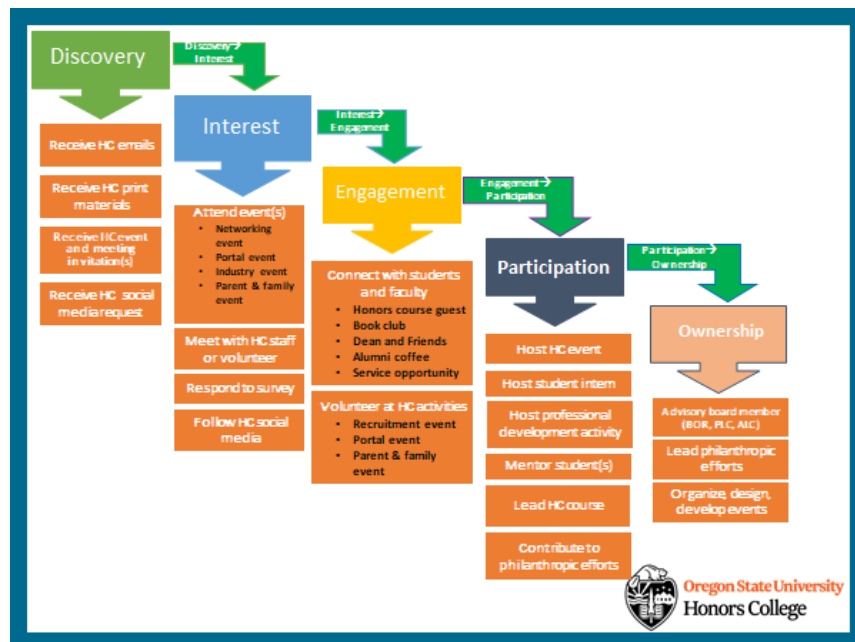
# Honors College Managing Donor Relations Using a Continuum Model<sup>1</sup>

## 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



<sup>1</sup> 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

Stage Target Audience	Discovery Activities	Owners and Status Discovery Activities	Engagement Activities	Owners and Status Engagement Activities
<b>College and Program Alumni</b>	HC hosts a State of the College webinar for honors alumni <ul style="list-style-type: none"> <li>• Record the event and post online for others to view</li> <li>• Post agenda before webinar</li> </ul>	Toni and Kevin Scheduled for 2/22/19	HC invites alumni as speakers to key HC events <ul style="list-style-type: none"> <li>• Offer a variety of events for a variety of interests</li> <li>• Survey alumni to see what is best option</li> </ul>	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
<b>Local business/industry</b>	HC volunteers attend civic and business events <ul style="list-style-type: none"> <li>• Lunch meeting of City Club</li> <li>• Dinners with talks</li> </ul> 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 <ul style="list-style-type: none"> <li>• Send preview of topics and</li> </ul>	Tara, Kevin, Alicia, and Carol Use one event for both of these purposes...Thesis road show with

			flyers in advance Provide students guides to help navigate the fair	posters and lightening talks tentatively planned for June 2019
<b>Parents</b>	<p>HC hosts State of the College webinar for parents</p> <ul style="list-style-type: none"> <li>Webinar specific invites</li> </ul> <p>Educate on needs</p>	<p>Toni, Kevin, and Tara</p> <p>Scheduled for 2/22/19</p>	<p>HC invites parents and area high school counselors to informal networking/mixer events hosted by HC volunteers</p> <ul style="list-style-type: none"> <li>Events with active involvement may draw more parents</li> </ul> <p>Have opening testimonial by host: why they support HC</p>	

**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