



Annual Giving through the Yale Alumni Fund

Annual giving to support Yale

The Yale Alumni Fund is the University's annual giving program, through which the Office of Development – charged with fundraising for the University -- solicits gifts from 138,000 alumni on an annual basis. While alumni might make special capital gifts during a Class Reunion or during a Campaign, the University's goal for the Alumni Fund is to encourage alumni to make a gift every year to support the University's core operations.

Reunions: Gathering, and Giving Back

Every year, about 15,000 Yale College alumni celebrate a reunion. Many come back to see campus to see friends, and many also recognize their reunion by making a special gift, often working with a volunteer from their class on the Reunion Gift Committee or the Alumni Fund, and Development staff.

Annual giving provides the University a vital, steady stream of funds and an opportunity to cultivate and sustain relationships with alumni which may lead to significant future gifts. The Alumni Fund priorities are to connect with every alumnus to provide a vehicle for supporting Yale; to raise unrestricted funds for budget relief; and to grow leadership annual giving (gifts of \$1,000 to \$50,000).

The Alumni Fund Team

More than 2,000 alumni are directly involved in soliciting their peers for annual gifts. Volunteer leadership is a key element of any successful fundraising program. Peer solicitation is a very effective way to ask alumni for gifts, since a request from a classmate can be particularly motivating. In 2009-10, Alumni Fund staff and volunteers sent over 500,000 mail and email solicitations and made over 50,000 telephone calls. These efforts generated record results – the Alumni Fund raised \$23.4 million in unrestricted gifts from 33.9% of the alumni. The average gift to the Fund in 2010 was \$528.



Every year, right from the beginning!

Even while students are on campus they begin to hear about annual giving and participate as the newest alumni in giving back to Yale. The Yale College Senior Class Gift program teaches students about the impact of alumni giving. Classmates who volunteer to ask their friends to make a gift receive training, tools and networking opportunities to learn from experienced alumni volunteers. In 2011, 97% of the Senior Class contributed, raising over \$40,000 from classmates, and triggering over \$200,000 in challenge gifts, for a total of more than \$240,000!

