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University
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Alumni Communities and Internet Fundraising: an Investment or an Expense?

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Alumni Communities and Internet Fundraising: an Investment and NOT an Expense!!!

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Alumni Communities

- WHY is the internet important?
- WHAT are institutions doing to build interest and involvement through the web?
- HOW are they measuring performance?

Why is the internet important?

- 43% US Households are currently online, estimated to rise to 70% by 2003 – *(Wall Street Journal Feb 2000)*
- MIT alumni - 80% online at home *(CASE Feb 2000)*
- Stanford alumni - 86% online at work and/or home *(CASE Feb 2000)*

Why is the internet important?

- There is no clear bias shown by age among those who have internet access.
- Penetration levels among those aged 20-54 are broadly similar.
- There is a clear bias in ownership and ownership intentions towards those in the ABC1 socio-economic groups.

Why is the internet important?

- Use of the Internet in UK doubled in 12 months to August 2000.
- In 2000, NOP said that 49% of the UK population would be on-line by 2003.
- Netvalue reported that in August 2001, 37% of UK was on-line; 14 million internet users.

Why is the internet important?

- 42% increase in on-line shopping between June 2000 and 2001; nearly 10% of UK population made on-line purchase in this time.
- BMRB reported in July 2001 that 84% of 7–14 year olds had used the Internet in the previous three months.

Why is the internet important?

- A recent study shows that only 1% of college and university students have never used the internet. With a third of students using it every day, and over half using it three to five times a week.
- Two thirds of students own their own computer and 58% of first year students brought their own computer to college.

Why is the internet important?

Most popular use of the internet by students:

- Email
- Study
- Entertainment
- Sports info
- News
- Travel

Why is the internet important?

What are people in the US doing online?

- 80% email;
- 45% researching product purchases;
- 40% making purchases

(Wall Street Journal Feb 2000)

Why is the internet important?

Top US commercial sites

- Blue Mountain – cards
- America Online – Shopping
- Amazon.com - books

Why is the internet important?

- Friendsreunited.co.uk had 97,000 unique hits in May, this had increased to 543,000 by July.
- Cisco Systems reckons it saved itself 250,000 telephone calls and 17% of its operating costs by setting up a website to provide its customer with technical back-up.

What are institutions doing?

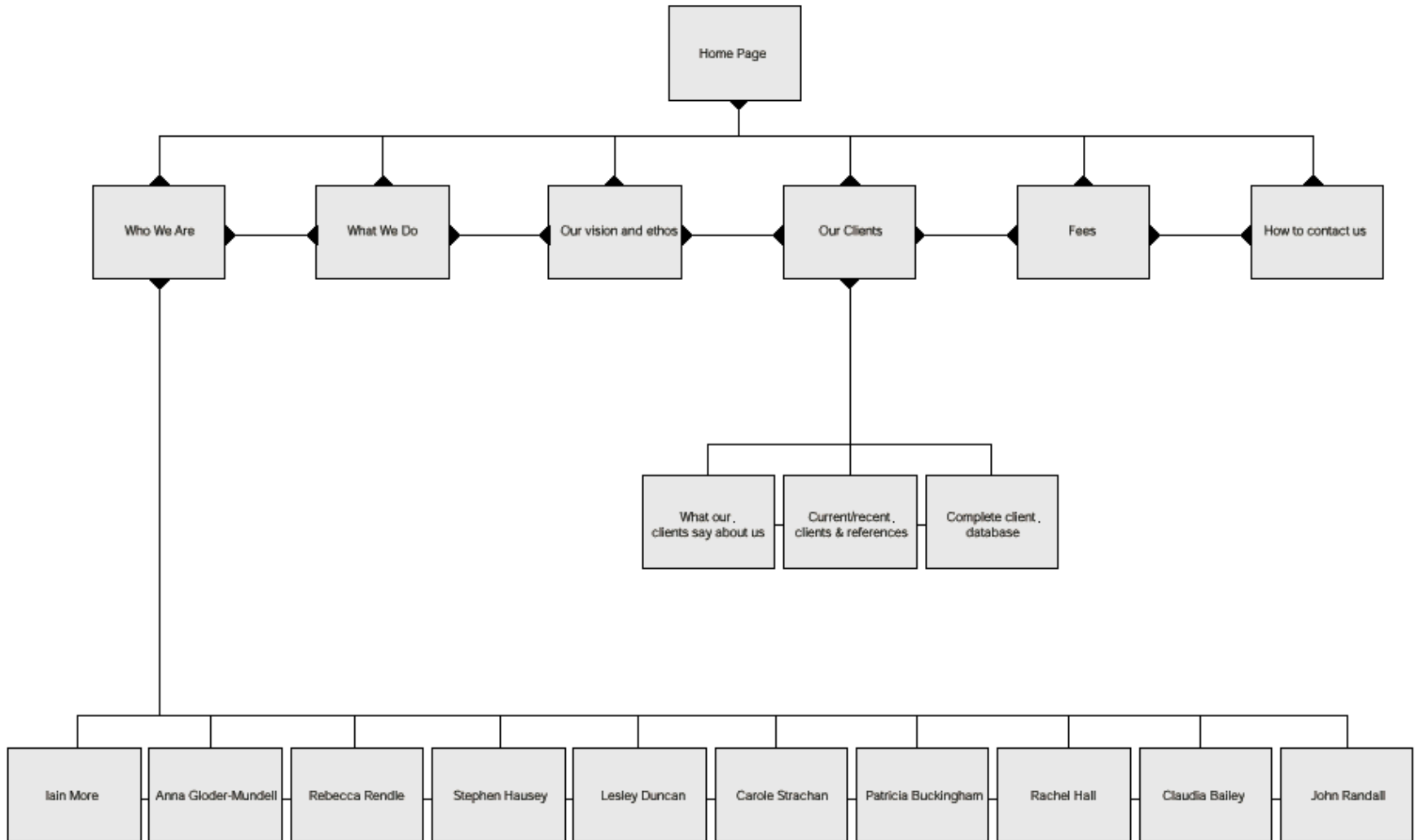
- Planning
- Proactive and integrated promotion
- Focused on information & services

Planning

- Purpose
- Audiences – age, location, aspirations, skills
- What will the site offer?
How will it build interest in and involvement with the institution?
- Structure, design and navigation - site map
- Technical considerations – browser type, monitor size, download time, content management, reporting software
- Performance indicators and targets.

“If websites are built without bricks and mortar, why does navigating around them so often feel like bashing your head against a brick wall?” (Economist April 2001)

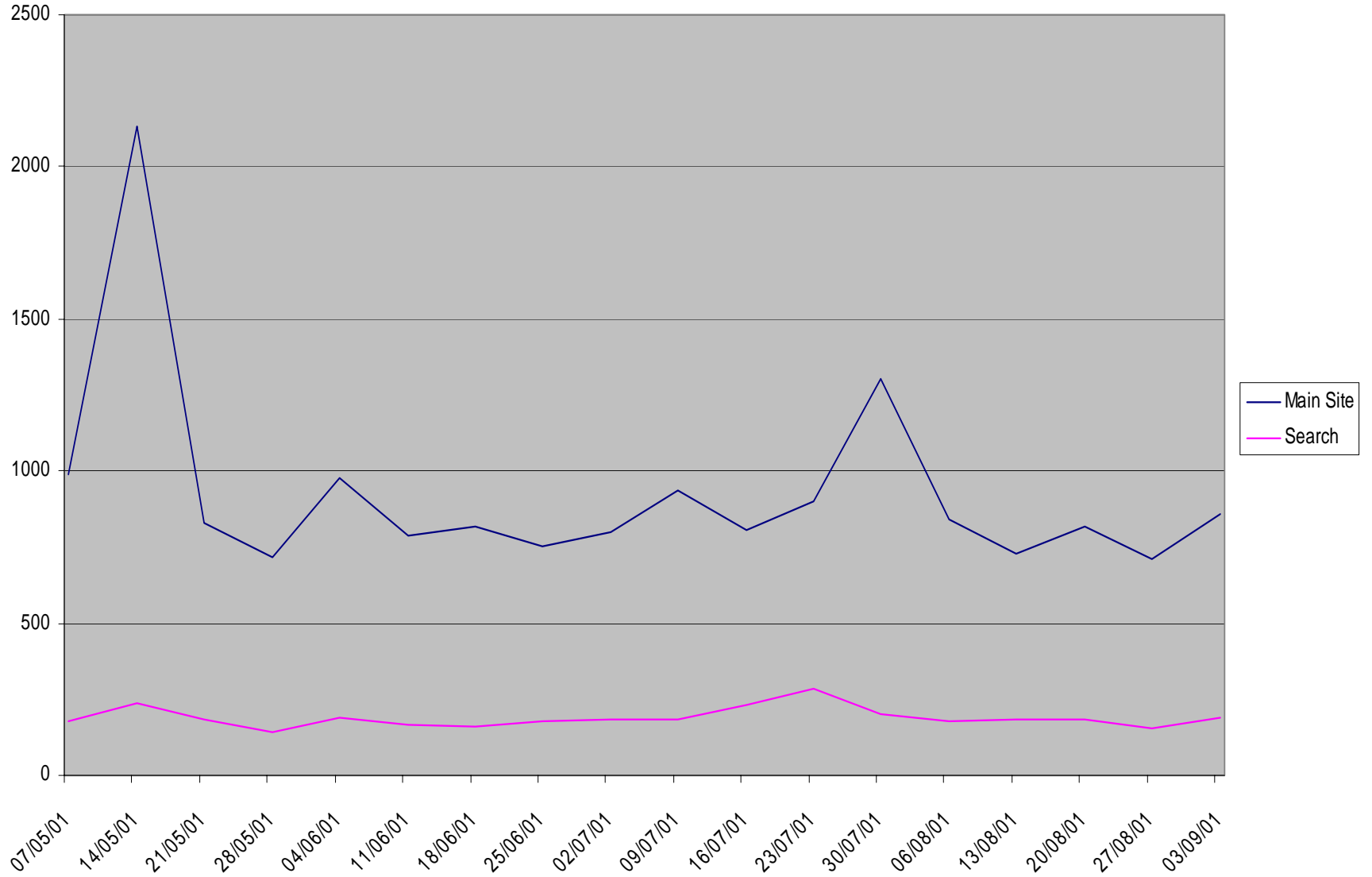
IMA Web Site Map



Proactive Integrated Promotion

- Integrated – part of a broader communications strategy
- Full use of magazine, email, events, stationary, flyers
- Use web to monitor response to mailings e.g. web site response to Durham Newswire

Alumni Web Site Usage at Durham



Focus on Information & Services

- Expectations among alumni are increasing:
 - well designed, easily navigable site;
 - strong content;
 - appealing services.

Focus on Information & Services

- Institutions are becoming more ambitious, looking to increase:
 - Penetration – number of users;
 - Utilisation – how long they stay;
 - Retention – how often they return.

Internet usage statistics – UK

July 2001

No. of sessions per month	13
No. of unique sites visited	18
Time spent per site	20 : 45
Time spent per month	6 : 22 : 21
Time spent during a surfing session	29 : 28
Duration of page viewed	00 : 43

Information

(Building Interest)

- News – University, Dept, Dev. Office
- Events
- Contact Details
- Links – Depts, SU Sports Club & Societies, Staff lists
- Class Notes
- Online version of the alumni magazine

Examples

Services

(Building Involvement)

- Alumni/Email Directory
- Email For Life
- Careers Network and Job vacancies
- Lost Alumni
- Email forwarding – to a lost friend
- Online booking and gift forms

Services

(Building Involvement)

- View and Update details online
- Discussion Boards
- Chat Rooms
- Portals/Start Pages
- Volunteer vacancies and application forms

Examples

Responses to Mini Survey

UCL	Uni of Houston
Durham	Ottawa
Uni of Kent	Uni of North Carolina
OU	
Bath	
Kings	
LSE	
Warwick	
Nottingham	
Edinburgh	
Christ's, Cambridge	
Bristol	

How are they Measuring performance?

- More than just hits – who is using what when.
- Look at – total number (penetration), %, age, location and relationship stage.