

UCLA ALUMNI MEMBERSHIP



UCLA Alumni

ANDERSON STRATEGY GROUP

BACKGROUND

- In March, the UCLA Alumni Association (AA) invited the UCLA Anderson School of Management to do a review of our work during the past few years.
- In April, the Anderson Strategy Group (ASG) commenced the review with surveys, interviews and benchmarking studies that lasted through May.
- In June, ASG provided their final report and our new strategic plan.

Anderson Strategy Group

June 2017

UCLA Alumni

UCLA Alumni Association Strategic Plan

KEY FINDING:

“UCLA AA has engaged key portions of the alumni base through its marketing and events; this engagement is increasing each year.”

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SURVEY COMMENTS

"I find the alumni association Gold membership one of the most enriching and beneficial donations I have ever made . . ."

-Female, Age 51-60, Los Angeles

" ...I looked into UCLA Alumni Travel and was awed by a terrific tour of Cuba with UCLA faculty. Now I want to be more involved in UCLA Alumni networks and **I hosted a dinner for 12 strangers** earlier this year. After thinking that I wouldn't be able to take advantage of my alumni status, I'm now looking for ways to get involved and give back."

-Female, Age 61-70, Kansas City

"I love UCLA and I am always looking for UCLA-related things to do. When I was traveling in Paris last summer I got a chance to be a part of a **Summer Send Off.** It's being involved on a regular basis or in any country that **makes it feel like a real UCLA community.**"

-Age 23-30, Berkeley

"Very pleased with staff I have met at various events. They represent **the best of UCLA** and are excellent representatives for the university"

-Male, Age 71-80, Los Angeles

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ENGAGEMENT INCREASES

Social Media Followers



314%

FY13 – FY16

LinkedIn



220%

FY13 – FY17*

Programming



255%

FY14 – FY16

Events



103%

FY14 – FY16

Attendees

OPPORTUNITY:

The Alumni Association has key alumni engaged and now has the opportunity to expand awareness, customize engagement and drive revenue.

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ASG RECOMMENDATION

- Establish more emotional and meaningful Membership branding.

ALUMNI ACTION

- ✓ AA is currently working with the following messages:
 - One Enduring Bond
 - You Will Always Be UCLA
 - Powered By Membership



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ASG RECOMMENDATION

- Make the following website enhancements:
 - Add a prominently featured Give button
 - Streamline the process of upgrading Membership
 - Redesign the Membership pages

ALUMNI ACTION

- ✓ This work is currently in progress and will be completed by Dec. 31, 2017.

Three yellow stars are positioned around the word 'HOORAY!'. One star is on the left, partially behind the 'H'. A larger star is at the bottom, behind the 'O's. A smaller star is on the right, above the 'Y'.

HOORAY!

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ASG RECOMMENDATION

- Increase Membership awareness via social media campaigns.



ALUMNI ACTION

- ✓ Adding Membership information to social posts
- ✓ Doing more Membership-specific posts
- ✓ Adding Membership upgrade giveaways



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ASG RECOMMENDATION

- Increase segmentation of outgoing Membership communications to account for:
- Life stage
 - Location
 - Interests

ALUMNI ACTION

- ✓ The Fall 2017 campaign launched in November included 13 distinct segments:

- 39-42 year olds
- Retirees
- Young Alumni
- New advanced degree holders (Winter 2016 & Spring 2017)
- New undergrads (Winter 2016 & Spring 2017)
- International Alumni
- Out of State Alumni
- Extension Certificate Holders
- Recent Event Participants
- Staff & Faculty Alumni

Initial results
will be evaluated
later this month.

Life stage

Location

Interests

MEMBERSHIP IS A PHILANTHROPIC GATEWAY

THE MISSION

- To enrich the lives of alumni and involve them in UCLA's future.

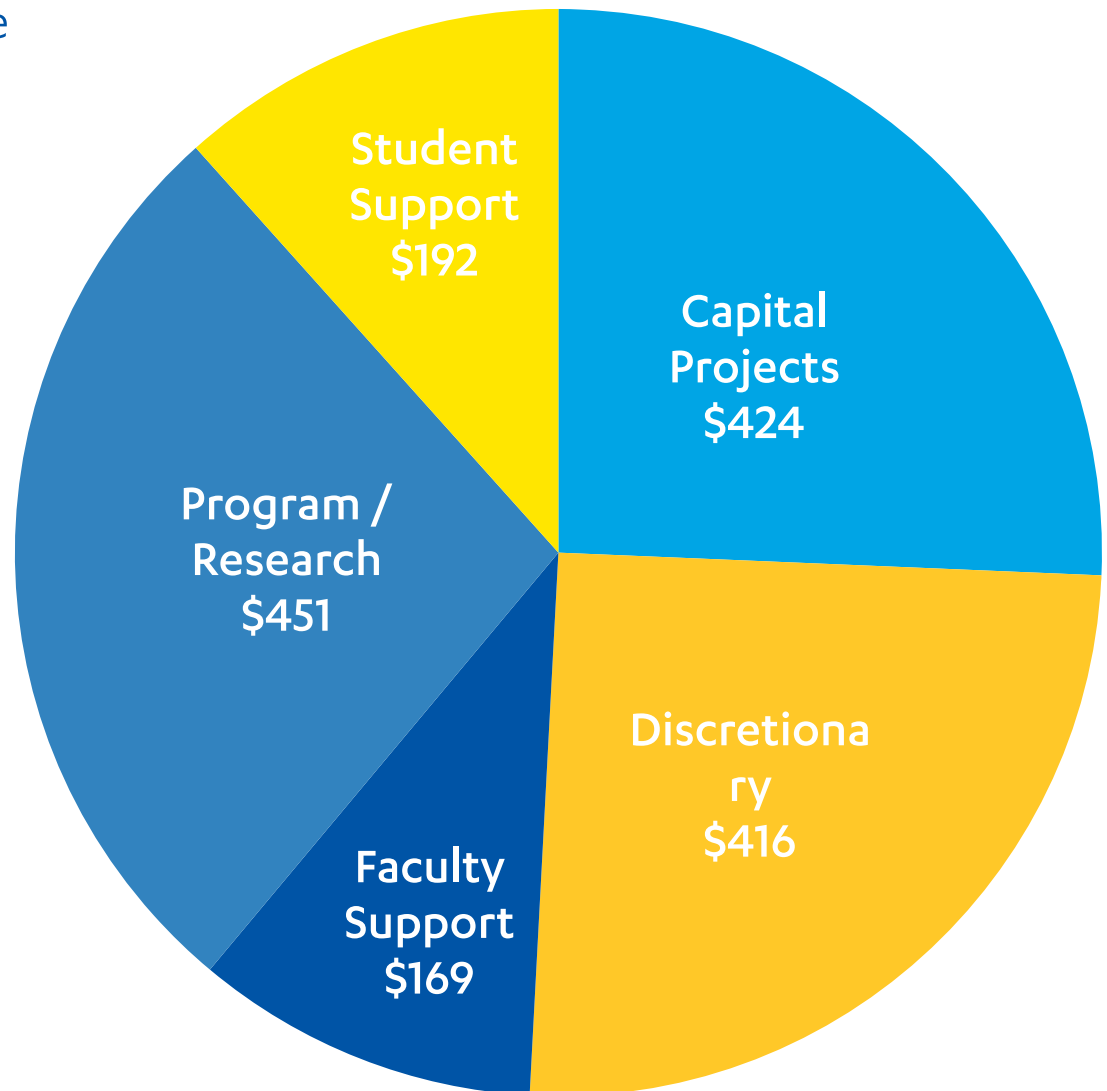
THE WORK

- The UCLA Alumni Association supports more than 500,000 Bruins worldwide through engaging events, volunteer opportunities, career support & more.
- The Association's all-inclusive model means no dues, just benefits.
- Upgraded Gold, Life and Blue Members have access to additional perks, courtesies and benefits.

THE RESULTS

- Gold, Life and Blue Members are extremely generous and regularly give back to UCLA.

Life Members have given **\$1.7B** to UCLA.



Note: Category amounts reflected in millions.

MEMBERSHIP IS A PHILANTHROPIC GATEWAY

OUR LEGACY

- No higher education institution has achieved, innovated or impacted the world more in its first 100 years.

THE FUTURE

- ASG recommendations:
 - Membership branding
 - Website enhancements
 - Increase Membership awareness
 - Increase segmentation of communications
-

OPPORTUNITY:

You can help increase Membership awareness.
We can make it easy.

MEMBERSHIP IS A PHILANTHROPIC GATEWAY

INCREASING AWARENESS

- Know the Membership basics

RESOURCES

- Brochures
- Benefits list
- Membership page on the website
(alumni.ucla.edu/membership)
- Benefits page on the website
(alumni.ucla.edu/benefits)

GOLD
\$1,000

Upgraded Memberships are treated as a gift and are tax-deductible.

BLUE
\$100 / yr

There are ~80 Membership eligible funds including: the Alumni Support Fund, the General Scholarship Fund as well as your network scholarship funds.

LIFE
n/a

Life Members can become Gold Members at a discounted rate (\$600).

Installment plans are available for Gold Membership.

MEMBERSHIP IS A PHILANTHROPIC GATEWAY

INCREASING AWARENESS

- Integrate Membership into your events

RECOMMENDATIONS

- Membership level indicated on nametag
 - Gold, Life and Blue Members acknowledged at check-in
 - Brochures & Benefits available
 - Opening talking points
 - Closing talking points
 - Discounted/free pricing for Gold Members
 - Separate/express check-in line for Gold, Life and Blue Members
 - Best available seating reserved for Gold, Life and Blue Members
-

YOUR ALUMNI NETWORK LIAISON CAN HELP.

MEMBERSHIP IS A PHILANTHROPIC GATEWAY

INCREASING AWARENESS

- Like, comment or share Alumni social posts about Membership.
- Volunteer to help with Alumni events and help keep traditions going
- Speak up – Tell us what you think about Alumni Membership.
- Establish a Membership Liaison for your network.
- Think creatively.



THANK YOU!

QUESTIONS?

THANK YOU!



UCLA Alumni