



## ***PROSPECTING BEFORE, DURING, AND AFTER A PANDEMIC***

Kelly Delp and April Shepherd

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### **Before the Pandemic**

We had no idea our way of business was about to change!

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## Before the pandemic



- Majority of our alumni live in Indiana, set a goal to visit more alumni the state.
- We had roughly 2K unmanaged top prospects in Indiana.
- Idea we had was to have small gatherings of alumni to meet with development staff and Dean, Department Head, or similar administrative representative.
- We hosted three days in 2019 where we took the Dean or Associate Dean on the road.

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## Implementation



- **June 6, 2019**
  - Breakfast with the Dean around Indianapolis
- **November 21-22, 2019**
  - Happy Hour and breakfast with an Associate Dean
- **December 11, 2019**
  - Breakfast and Happy Hour with the Dean



PURDUE AGRICULTURE INVITES YOU TO

### Happy Hour with Jason Henderson

Jason is the Senior Associate Dean and Director of Purdue Extension and will give a brief overview of the Extension Program. Kelly Delp and April Shepherd, Directors of Development, will give a development update.

THURSDAY | NOVEMBER 21, 2019 | 6:00 PM  
BAR LOUIE DE EVANSVILLE  
7700 EAGLE CREST BLVD, EVANSVILLE, IN 47715

RSVP to Kelly Delp at [KJDelp@purdue.org](mailto:KJDelp@purdue.org) or 765-494-9550

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## By the numbers



**4** Events Hosted

**3** Days

**2** Administrators


**32** NUMBER OF TOP PROSPECTS IN ATTENDANCE

LIFETIME GIVING BY ALUMNI IN ATTENDANCE

**\$608,727**

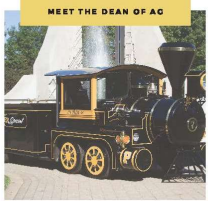
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## Lessons learned



- A combo of flyer like invitations and text invitations worked well.
- For meals under 10 people worked well. For Happy Hour 20 people and under worked well.
- Dean/Assoc. Dean gave overview with introductions around the table.
- Private rooms worked well for good conversations.

MEET THE DEAN OF AG



*Purdue Agriculture invites you to*


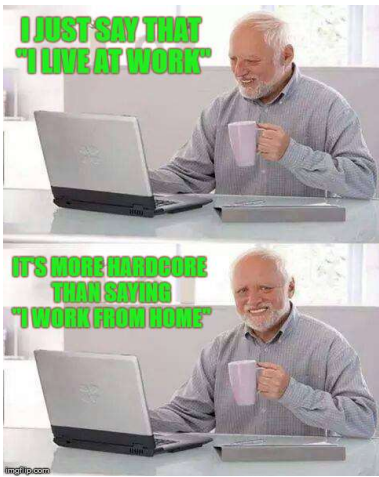
**Meet Karen Plaut**  
GLENN W. SAMPLE DEAN OF AGRICULTURE

*Join us for a Happy Hour to hear an update about the College of Agriculture and learn about Agriculture Development.*

**WEDNESDAY | DECEMBER 11, 2019 | 5:30 PM**  
 MOONTOWN BREWING COMPANY  
 345 S BOWERS ST, WHITESTOWN, IN 46075

RSVP to Kelly Delp at [KJDelp@purdue.org](mailto:KJDelp@purdue.org) or 765-494-9650


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**During the pandemic**

We took what we learned in 2019 and adapted for 2020.

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**During the pandemic**

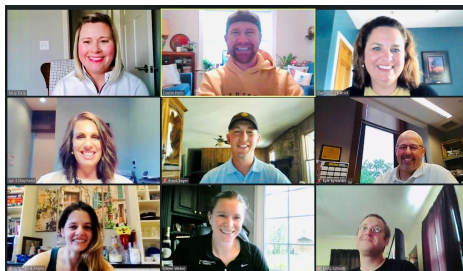
- First six weeks we called every person in our portfolio to catch up
- We decided it was time for a new strategy to talk to different alumni and donors
- In a brainstorming session thought about taking the Dean on the road in Indiana, and decided to update it for virtual

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## Implementation



- Hosted four reunions by the decade with Danica Kirkpatrick as the speaker telling the groups how the Ag Alumni Association celebrated the 2020 Purdue Ag graduates.



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## By the numbers



**4**

Decade Reunions

**6**

Departments invited

**43**

NUMBER OF ALUMNI IN ATTENDANCE

**400**

INVITES PER REUNION BY CUMULATIVE GIVING

ALUMNI REGISTERED WHO HAD LITTLE TO NO ENGAGEMENT PRIOR TO REGISTERING

**35**

**44**

NUMBER OF PEOPLE WHO E-MAILED TO TELL US THEY COULDN'T COME

People Registered **96**

LIFETIME GIVING BY ALUMNI IN ATTENDANCE

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## Lessons learned

- The older the alum, the more likely to register and the longer the introductions
- Created organic conversations with many alumni in a time when it was hard to communicate with alumni
- The 2000s reunion had the least amount of people, but great group conversations.



*Purdue Agriculture invites graduates from the 1980s*

### 2020 Graduation Update

DANICA KIRKPATRICK, EXECUTIVE DIRECTOR  
OF THE PURDUE AG ALUMNI ASSOCIATION

**Tuesday, May 26, 2020 at 4 pm ET**

*Join us for a Social Hour to learn how the College of Agriculture had a larger reach to graduates during this unprecedented time.*

THIS VIRTUAL EVENT IS BEING HOSTED BY  
THE COLLEGE OF AGRICULTURE DEVELOPMENT OFFICE

Please register to attend this free virtual event [CLICK HERE](#).

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## What came next

- April and Kelly jointly hosted a Turf Alumni Reunion
- April hosted multiple reunions in HLA, ANSC, and ENTM
- Kelly started seminar series in AGRY, BTNY, and FNR
- Cameron and Joel hosted reunions in AGECE, FDSC, ASEC



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## Success Stories



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### After the Pandemic

What we will carry forward after 2020

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## Plan going forward



- Post pandemic, travel will resume what practices will continue from the last year?
- Likely continue a mix of in-person and virtual alumni/donor events. (online target older alums, dept specific events)
- Trip/trip planning. If visiting a city and unable to connect in person, ask for a virtual visit once we get back to campus the following week
- What have we learned from adapting to fundraising virtually?
  - Virtual interactions are great for qualifying prospects
  - In person events are not always the best use of time and resources
  - Think outside of the box, don't become stagnant in your processes, look for innovative ideas that could generate new prospects