

Dartmouth College

Giving & Dues Alumni Survey



Key Findings & Discussion
COW Treasurers Meeting, 2017



Survey Methodology

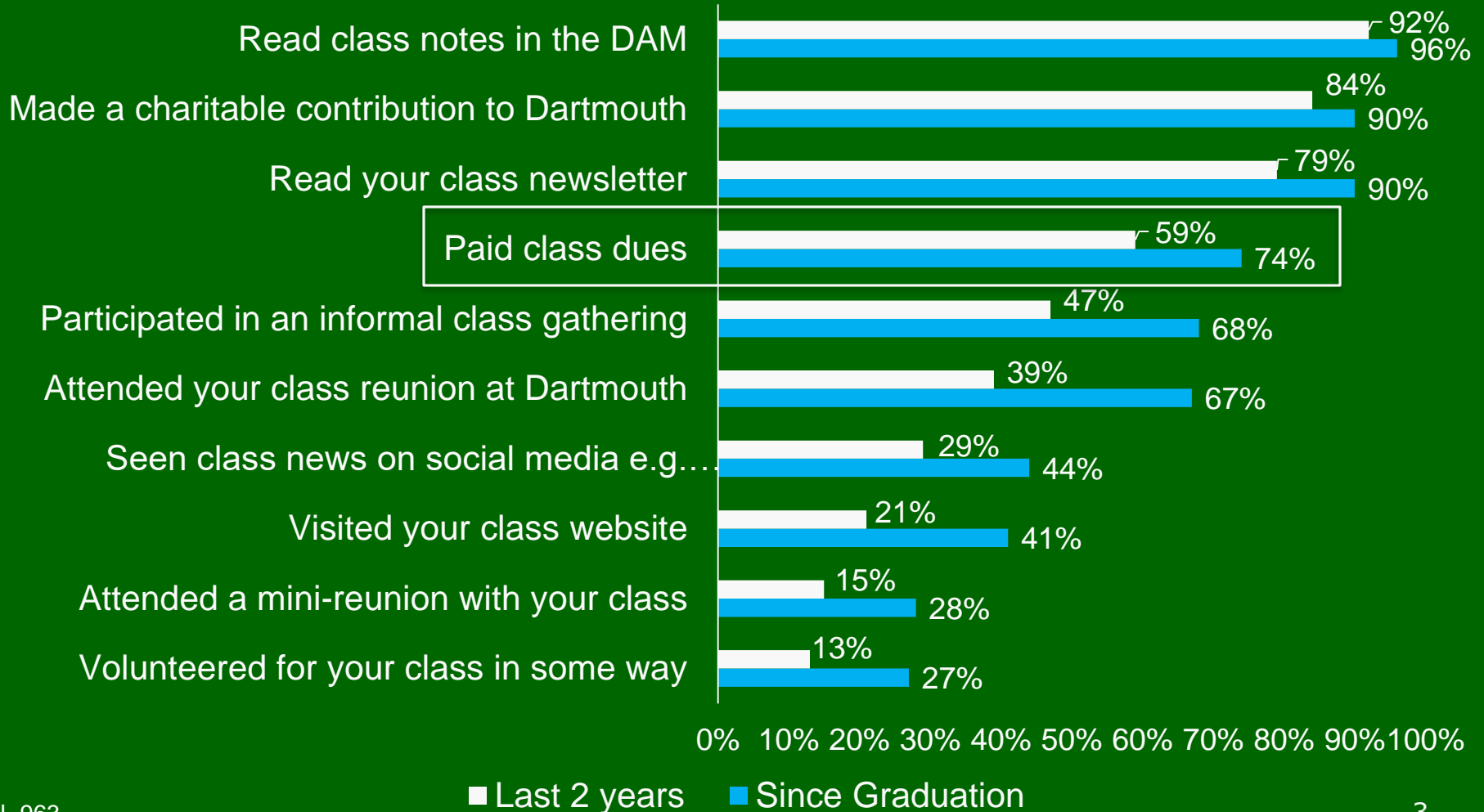
- Survey conducted in January 2017 with members of the Moosilauke Forum.
- 963 alumni took the survey (55% response rate).
- Survey respondents represent a range of classes:

Class segment	# of survey respondents	% of survey respondents
1950 - 75	280	29%
1976 - 89	275	29%
1990 - 05	205	21%
2006 – 15	203	21%
TOTAL	963	



% of respondents said they paid class dues: 74% at some point; 59% in the last years

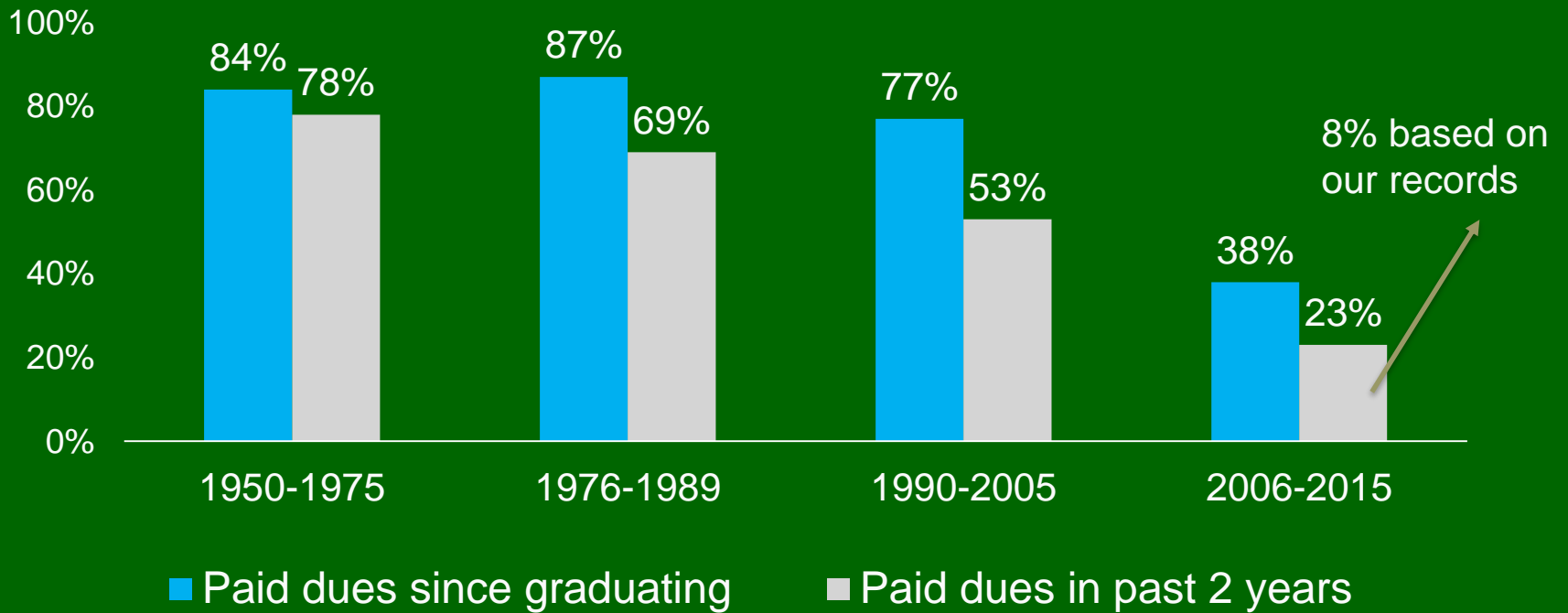
Since graduating from Dartmouth or in the last 2 years, have you ever...? Select all that apply.





Percent of respondents who said they paid dues is lowest for younger alumni

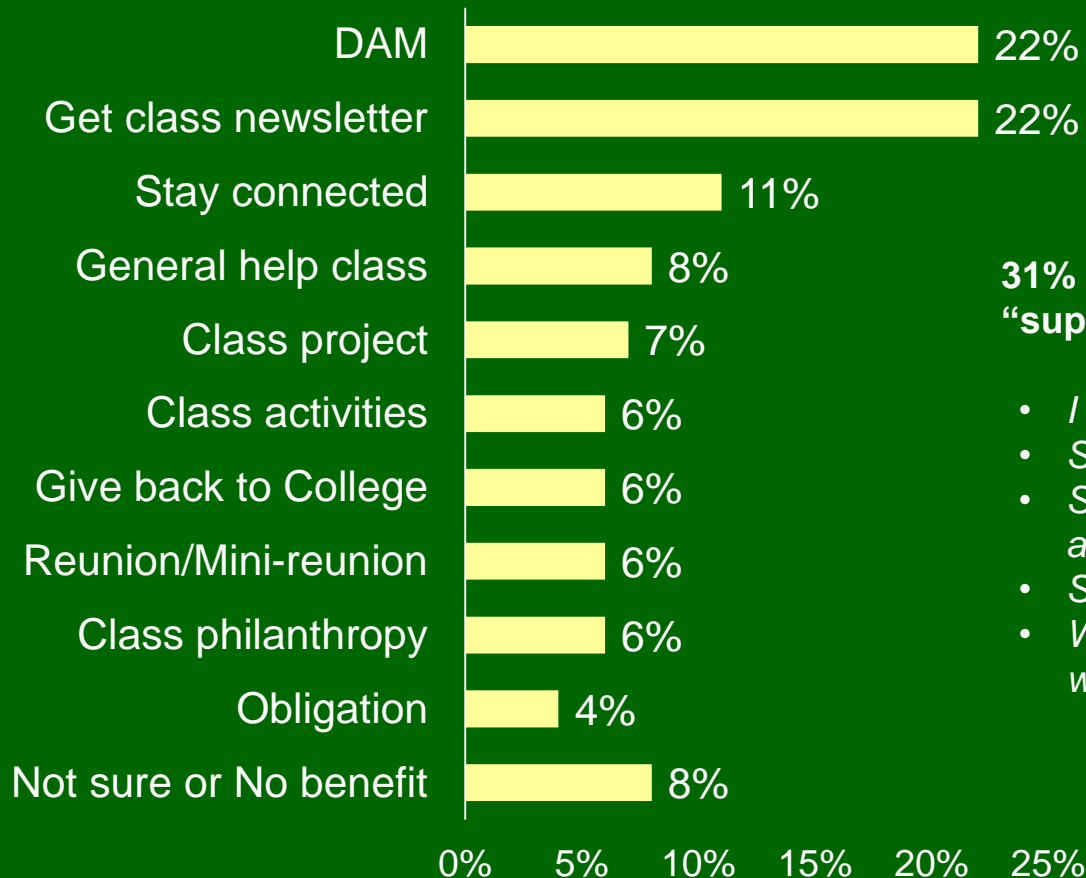
% Paid class dues by class segment





Class newsletters and DAM (!) are perceived as top benefits (unprompted) of paying dues

What do you perceive as the main benefit of paying class dues?
(open-ended question)



31% of respondents used the word “support” in their response

- *I get a good feeling and support the class.*
- *Supporting the alumni network, in general.*
- *Support of Dartmouth and my classmates' alumni efforts*
- *Supporting our class financially and in spirit!*
- *Way to stay connected to my class and a way to support Dartmouth*

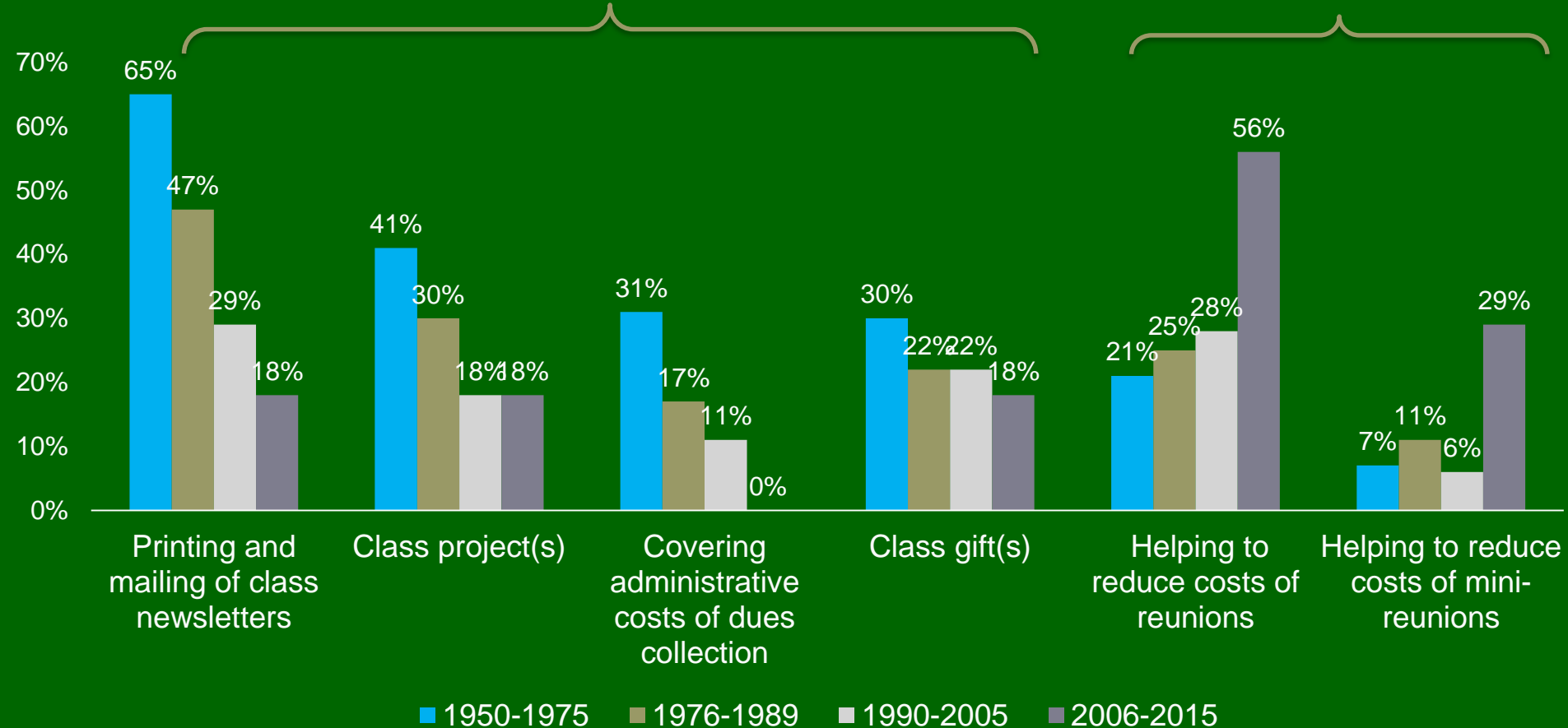


Most important aspect of dues varies by age

% Selecting “Very important” by class segment

More important to older alumni

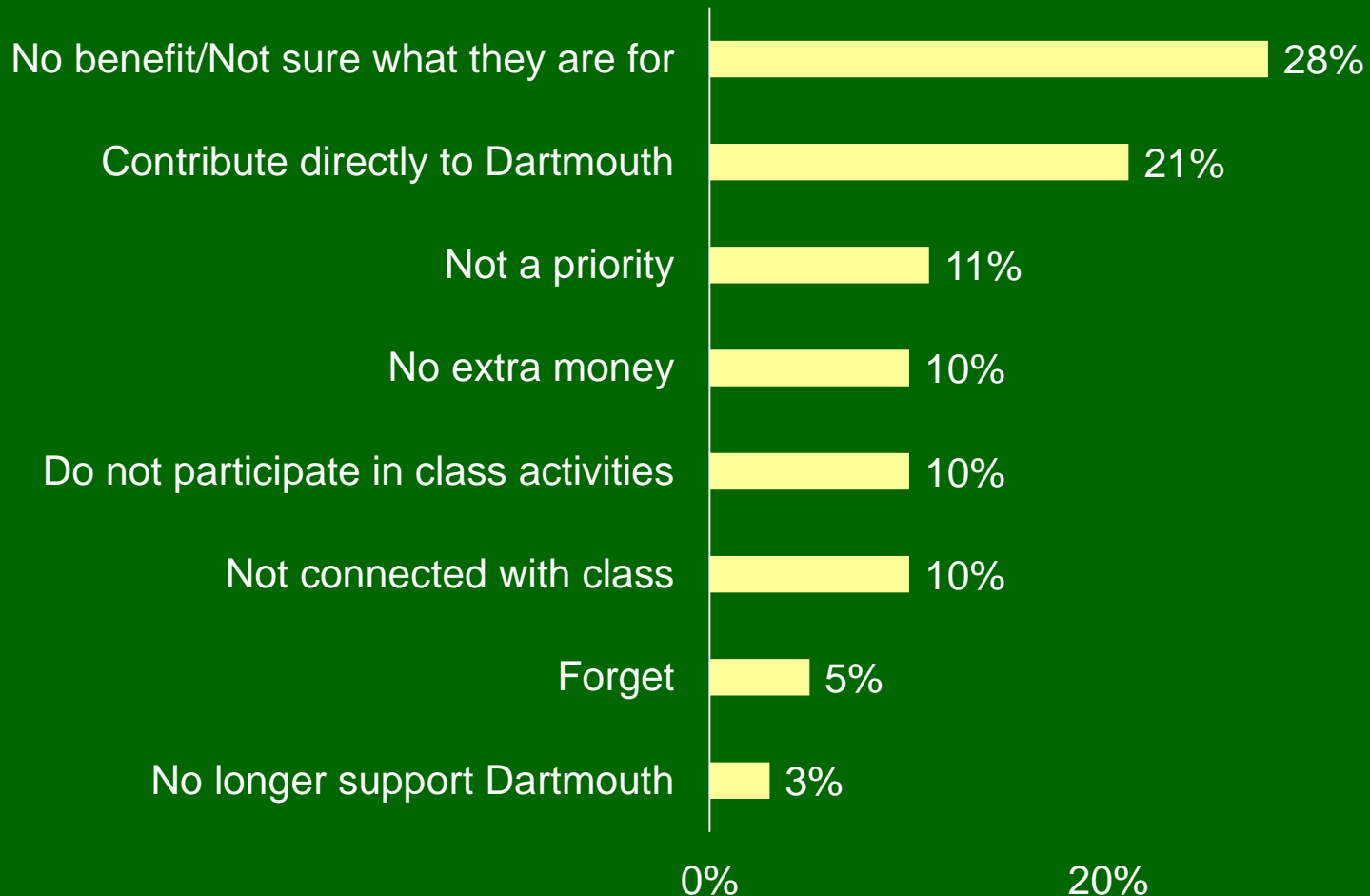
More important to younger alumni





“No benefit” is top reason not to pay dues

Why don't you pay class dues? (Open-ended question)

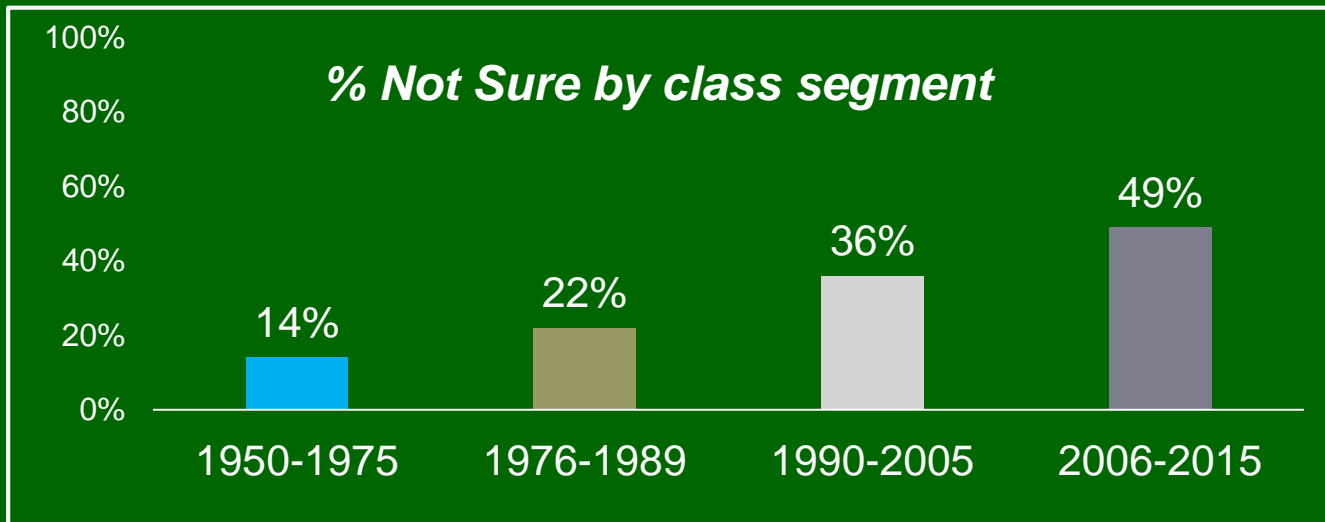
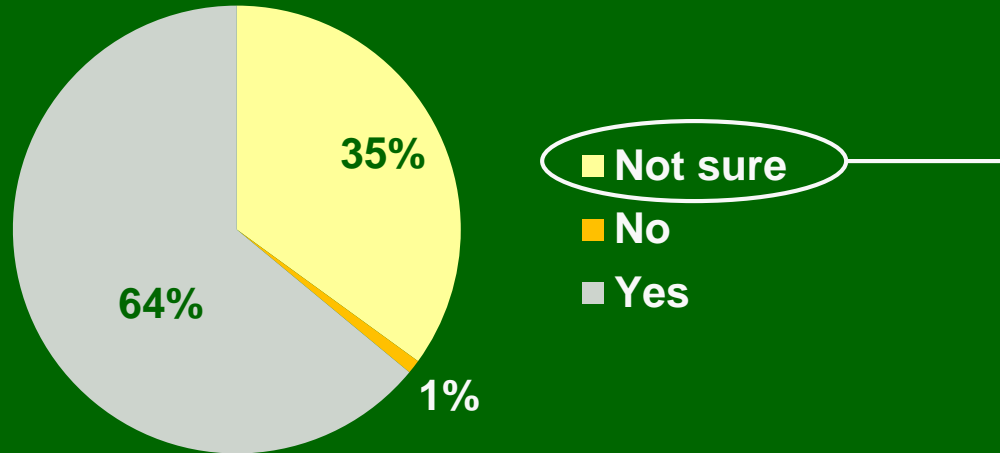


N=207. Comments from those who said class collects dues but they have not paid them.



Among those who do not pay dues, 35% are not sure if their class even collects them

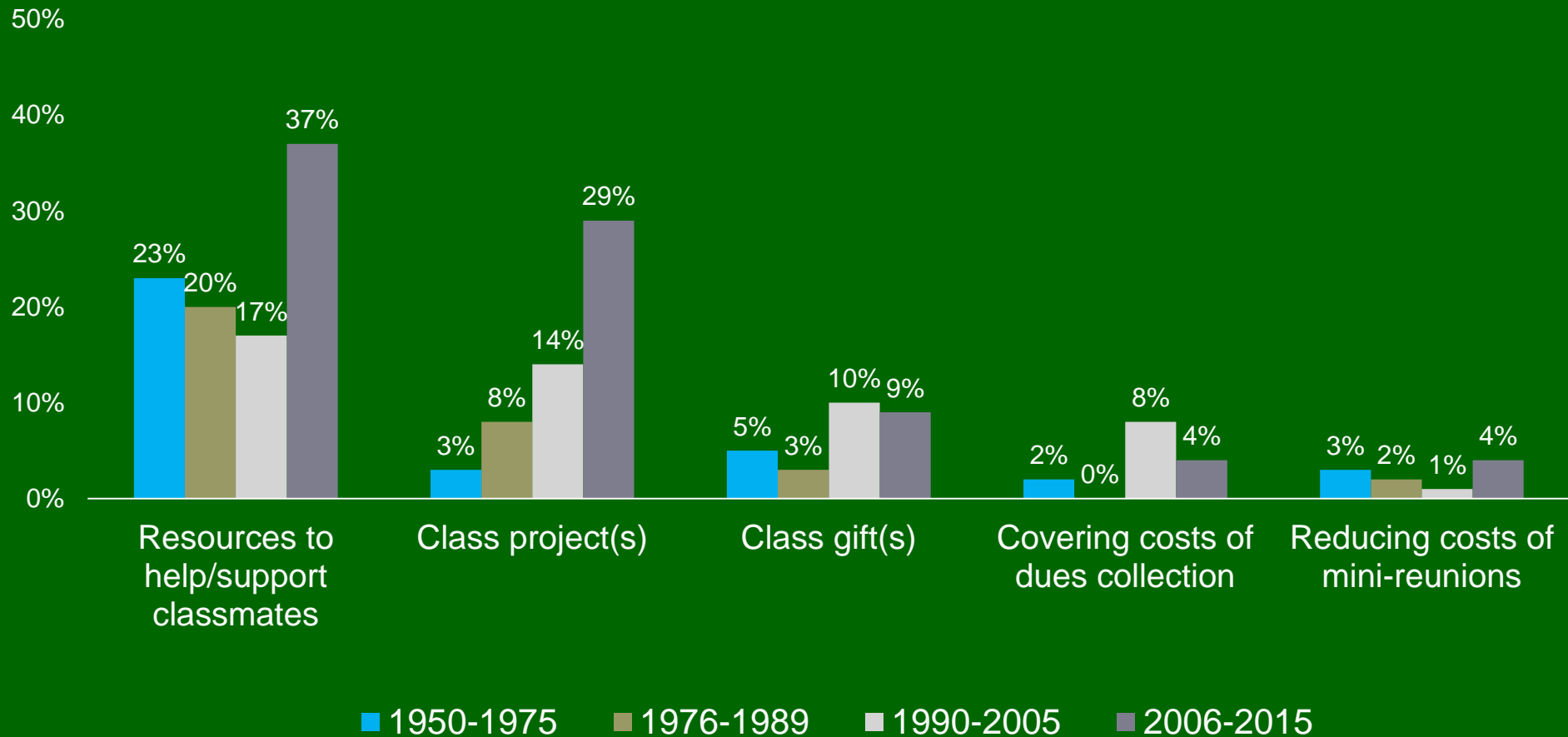
Does your class currently collect dues?





Class project is unfamiliar to 29% of young alumni who pay dues

% Selecting “Not sure what this is” by class segment





Open ended comments reinforced some key themes related to paying dues

Not as much confusion between DCF and Dues as we thought:

- I've heard lots of confusion about various things at Dartmouth, but I've never heard any confusion between these two.
- I consistently donate class dues. I rarely donate to DCF. Because I do understand the difference.
- It isn't confusing. What dues are used for is unclear but it is clear that it isn't a gift to the college.

But gaps in understanding dues themselves – not sure what they are for:

- I am not sure what class dues are for at this point. Every time I am asked to pay them, I wonder about where the money goes.

Perception of no direct benefit since dues fund location-specific activities:

- Outside of local mini-reunions, I'm not sure what class dues are for. Since I don't live in a city and there are no class-sponsored events near me...

People have a hard time tracking payments and are inconsistent in paying:

- I was on my class Executive committee and I still forget to pay.
- I'm on again, off again on paying class dues.



Some classmates do not pay dues because they think they already have

Challenges

- Not opposed to dues; just don't remember if they paid!
- Hard to keep track as classmates are solicited multiple times a year – by Class, DCF, Local Club, Athletic Teams, Greek Houses, etc.

What to do?

- Post current list of dues payers on class website and direct classmates to check list in dues solicitations
 - Update website list before dues letters arrive
- Add “If you are receiving this letter, we have not received your dues payment for this fiscal year”



Some classmates don't fully understand what is dues are used for

Challenges

- 22% of respondents still think that dues pay for DAM
- Perception that dues are only used for mini-reunions (in major cities)
- Likely most challenging for classes who have not fully re-invested DAM savings into activities to benefit the class

What to do?

- Challenge your class executive committee to make full use of available funds – assess what you do as a class
- Use multiple vehicles to communicate value of dues and what they are used for – dues letters, dues e-mails, newsletters, etc.
- Emphasize that by paying dues, you help support and connect the class (note that the class receives no funding from the College)
- Emphasize in printed newsletters (e.g. “this newsletter was paid for by your class dues”)
- Publicize, publicize, publicize class projects



Younger classes (2006-2015) have lower participation and different desired benefits

Challenges

- Half (49%) of respondents are not even sure if the class collects dues
- Younger classes prioritize reducing cost of reunions (56%) and subsidizing mini-reunions (29%) vs. newsletters and projects
- But reunions are not viewed as beneficial to everyone...

What to do?

- Challenge your class exec committee to strengthen / broaden mini reunions program and more visibly subsidize major reunions
- Engagement & dues are virtuous feedback loop – more activities mean more engaged classmates, more engaged classmates are more like to pay dues, more dues collections pay for more class activities...
- So look for creative ways to engage classmates with low-cost programs (e.g. NCAA pool, caring committee)
- Pick a class project with lower funding requirements to generate a visible use of class dues to connect class with current students
- Communicate, communicate, communicate!