



**STRATEGIC OUTREACH:
Leveraging Successful Programming to
Engage Alumni Donors**

UNIVERSITY OF KANSAS



UNIVERSITY OF KANSAS

KU by the numbers

1

National ranking, City
managemenVurban policy
- U .S. News & World Report

1

National ranking, Special education
- U .S. News & World Report

2

National ranking, NIH grants and
contracts for phannaxy research

5

National debate championships and
national basketball titles



Kansas City
Topeka ••• (MO AKpon)
Lawrence

KU LIBRARIES



KU LIBRARIES



ADVANCEMENT PROGRAM

- Identify and cultivate potential donors
 - Provide opportunities to engage
 - Increase awareness of giving opportunities
- Generate annual gift support
- Hand off prospects to KUEA for major gift development cultivation

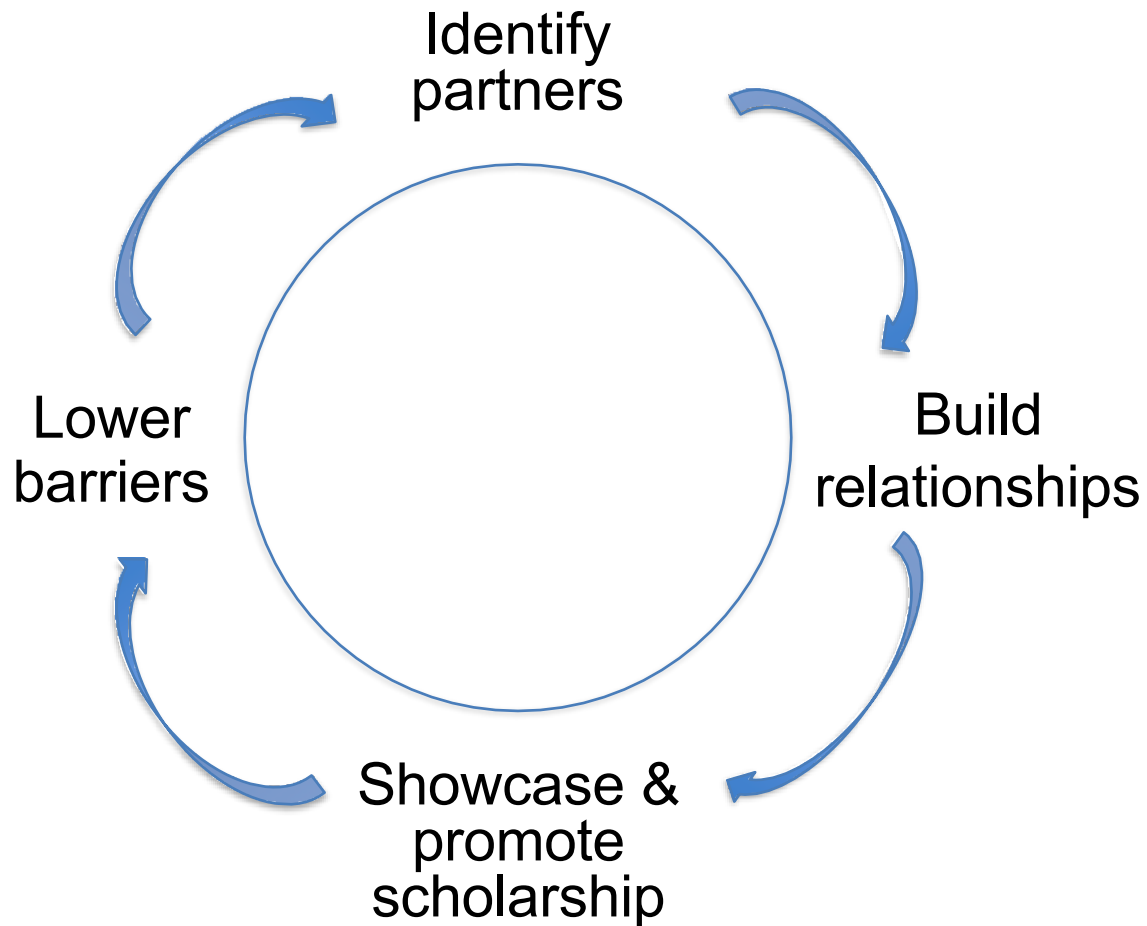
COMMUNITY ENGAGEMENT

Role of community engagement:

- Building mutually beneficial relationships to promote the research and scholarship of the University of Kansas



COMMUNITY ENGAGEMENT CYCLE



HARICOMBE GALLERY



HARICOMBE GALLERY



GALLERY LECTURE SERIES



PARTNERSHIP

- Joined forces to leverage exhibits and events
- Programs were strong enough to serve as the primary point of local engagement
- Efficient and effective

EXHIBITION OPENING OVERVIEW

- Reception in conjunction with exhibition opening
- Typical attendance 75-100
 - Current donors/friends
 - Emeritus/current faculty
 - Board of Advocates



EXHIBITION OPENING OVERVIEW

- Reception
 - Informal conversations to assess capacity/inclination
 - Engage with current or prospective donors
 - Wine and heavy hors d'oeuvres set to theme
 - Student musicians



EXHIBITION OPENING OVERVIEW

EASTERN FRONT 1914–1918

An exploration of the conflict

haricombe**Gallery**

March 4–September 9, 2016



EXHIBITION OPENING OVERVIEW



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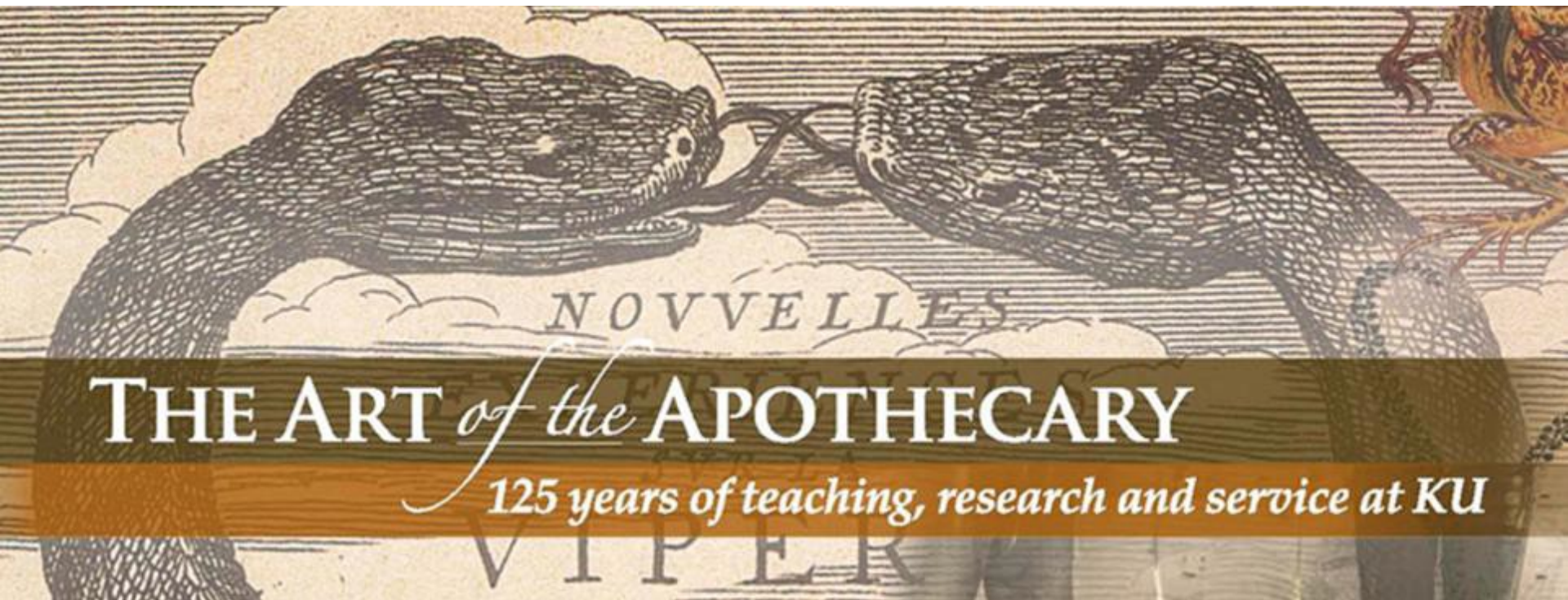


EXHIBITION OPENING OVERVIEW

- Program
 - Welcome by dean and introduction of special guests
 - Introduction/overview of exhibition
 - Program speaker
 - Close with direct donor ask



SCHOOL OF PHARMACY 125TH



THE ART *of the* APOTHECARY

125 years of teaching, research and service at KU



Library 



Herbals

Medicinal Plant Resources
from the
Spencer Research Library's Department
of Special Collections



Herbals are books that contain information about medicinal plants. They often include detailed illustrations of the plants, their parts, and their uses. Some herbals also contain recipes for medicinal preparations. The history of herbals dates back to ancient times, and they have been an important part of medical knowledge for centuries.

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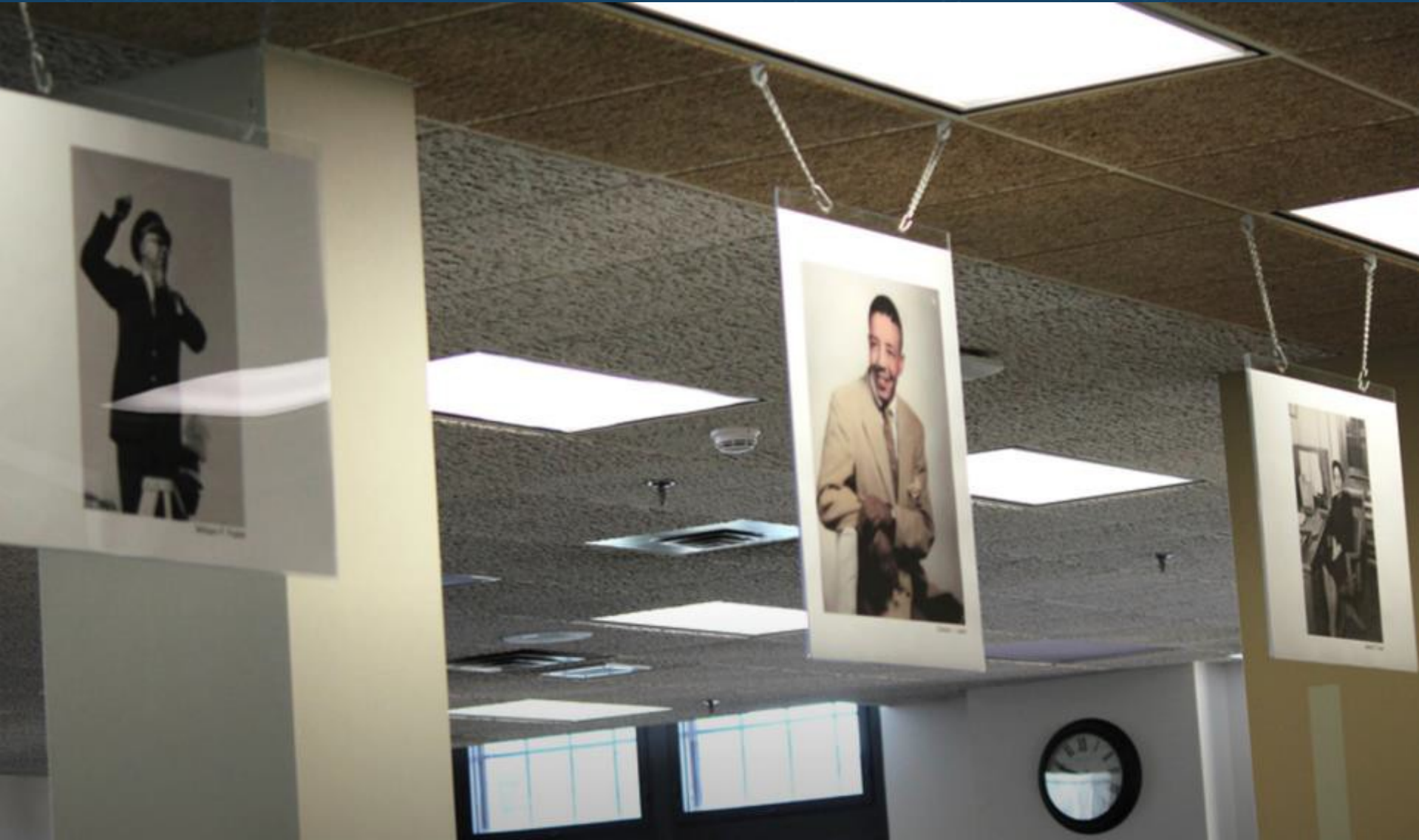
BROWN V. BOARD



Library Gallery

LASTING IMPACT:
BROWN V. THE BOARD OF EDUCATION

BROWN V. BOARD



BROWN V. BOARD



COLLABORATIVE RESEARCH

Library Gallery

art+science:

Q.17.14-
f.17.15 Collaborative research at
the University of Kansas







SCHOOL OF ENGINEERING 125TH

- **INGENUITY**
The School of Engineering celebrates 125 years of research, education & engagement at the University of Kansas
- **Exhibition to include:**
 - Scholarship from the School of Engineering and interdisciplinary partners
 - Engineers Without Borders
 - Diversity and inclusion programs
 - Service learning
 - Archival photos of student activities
 - Engineering and the humanities
- **Board involvement and donor cultivation**

MOCOLAB



MOCOLAB



COMMUNITY RELATIONS

- Libraries Love Lawrence
 - Increase community access to KU resources
 - Promote and encourage engaged research activities
- Read Across Lawrence
 - Month-long series of events around a shared book
 - Allows for donor identification
 - Visibility in community

ASSESSMENT

- Steady increase in attendance/engagement
- Budgetary savings
- Percent of alumni supporting KU Libraries is up 300% since 2006
- \$14.8 million raised during capital campaign (\$5 million goal)

FINAL THOUGHTS



LIFE GOES ON



FOR THE BETTER BOOK
10
Brigadier General Meade
with Mrs. Estlin
Francis Nina Spangher
March 1853
Lynn
GREENBUSH AND COMPANY, CHICAGO



These shoes, made by a Native American woman, were worn by a Union soldier during the Civil War. They are made of woven material and have a distinct toe patch. The shoes are a pair of moccasins, a type of shoe commonly worn by Native Americans and adopted by soldiers during the war.

WHY WAS EVERYDAY LIFE ON THE EASTERN FRONT?

Everyday life on the Eastern Front during the Civil War was a struggle for survival. Soldiers faced harsh weather, lack of food, and constant danger. The war was a grueling experience that tested the limits of human endurance. The Eastern Front was a theater of war where the fighting was often brutal and the conditions were dire. Soldiers had to endure long marches, lack of shelter, and the constant threat of enemy attacks. The war was a defining moment in American history, and the experiences of soldiers on the Eastern Front are a testament to their courage and sacrifice.



KU LIBRARIES

The University of Kansas