**Best of CASE District VIII: Advancement Services**

**November 18, 2021**

**Q&A**

**Question:** Regarding your Advocacy work: are there boundaries you need to observe when you activate alumni to advocate on behalf of a public institution? If so, how do make sure you and your alumni stay within those boundaries? Thank you.

**Answer:** Mark, we run a formal legislative advocacy program in unison with the university's government relations office. Reps from that office define the message points, legislative priorities and legislative targets. With their direction, we equip the advocates with message points, scripts and advocacy events. We're lucky... our advocates stay on script for the most part.

**Question:** Were the BEaver KIND data tracking efforts championed by leaders in the OSUAA? Or was the alumni association responding leaders from other parts of OSU's fundraising organization?

**Answer:** Laura, our fundraising and engagement operations are integrated, with the communications, digital and data teams combined. So, the answer is both. It's branded OSUAA, but we encourage fundraisers to use programs like this to re-engage and steward donors. A decent number of our responses come through those referrals.

**Question:** I missed the beginning of the presentation…. Which cohort of people was 6x more likely to give this current year and 9x more likely to give over X years?

**Answer:** Laura, the correlation is active volunteers to giving. Our data proved that volunteers are more likely to be donors by those multipliers.

**Question:** How do you define volunteerism as opposed to other types of engagement (e.g. event attendance or a social network conversation)?

**Answer:** Volunteerism is a data-point in our CRM, defined by one giving us time, advice or connections, and coded selectively by the program lead.