

# Shmooz'R Helps Boost Fund Raising

## ■ College Financial Challenge: Self-Sufficiency

Everyone knows that reunions are an essential piece of colleges' financial self-sufficiency. Small and large college alumni offices have their work cut out for them, as they're stuck with the lion's share of responsibility for making sure that all of their college's functions are financially self-sustaining. Alumni fundraising in the form of endowments and annual giving programs are often carried out on the back of high-profile reunions in locations either close to the central campus and/or in a distant location.

Colleges now face stiff competition from other organizations seeking the loyalty...and money...of constituents. So all is not golden in College Land. **What to do to maximize the kind of socialization that increases subsequent generosity?**

## ■ The Reunion Premise: What Reunionists Want

Now if you agree with The Reunion Premise [*The Premise states that from an event goer's perspective, the most important reunion activities are: Shmoozing, Socializing, Networking, Connecting and The Experience*], you'll be surprised to learn of a new networking and fundraising tool that allows your alumni attendees to get the most enjoyment out of every reunion activity that involves some aspect of networking (not to mention enabling your Reunion Office to accomplish one of its primary goals: Satisfying gift-giving alumni). We may be somewhat cynical, but we figure that maxing out alumni satisfaction is still the name of the game. Just as it's no secret that generous donations tend to follow Final Four appearances, there's no doubt that purse strings loosen after an exciting round of campus tours/presentations as part of an alumni reunion.

## ■ Shmooz'Rs Are A Smart Bet

Fund Raising operates like a argument in logic.

Given: Reunions provide alumni with fun, friends and memories. Given: The stronger social ties alumni have with their college, the more likely they'll remember to give generously during fund raising. Given: Shmooz'Rs increase memories and friendships.

THEREFORE: It's reasonable to conclude that Shmooz'Rs, in some manner, will assist in fund raising activities.

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