

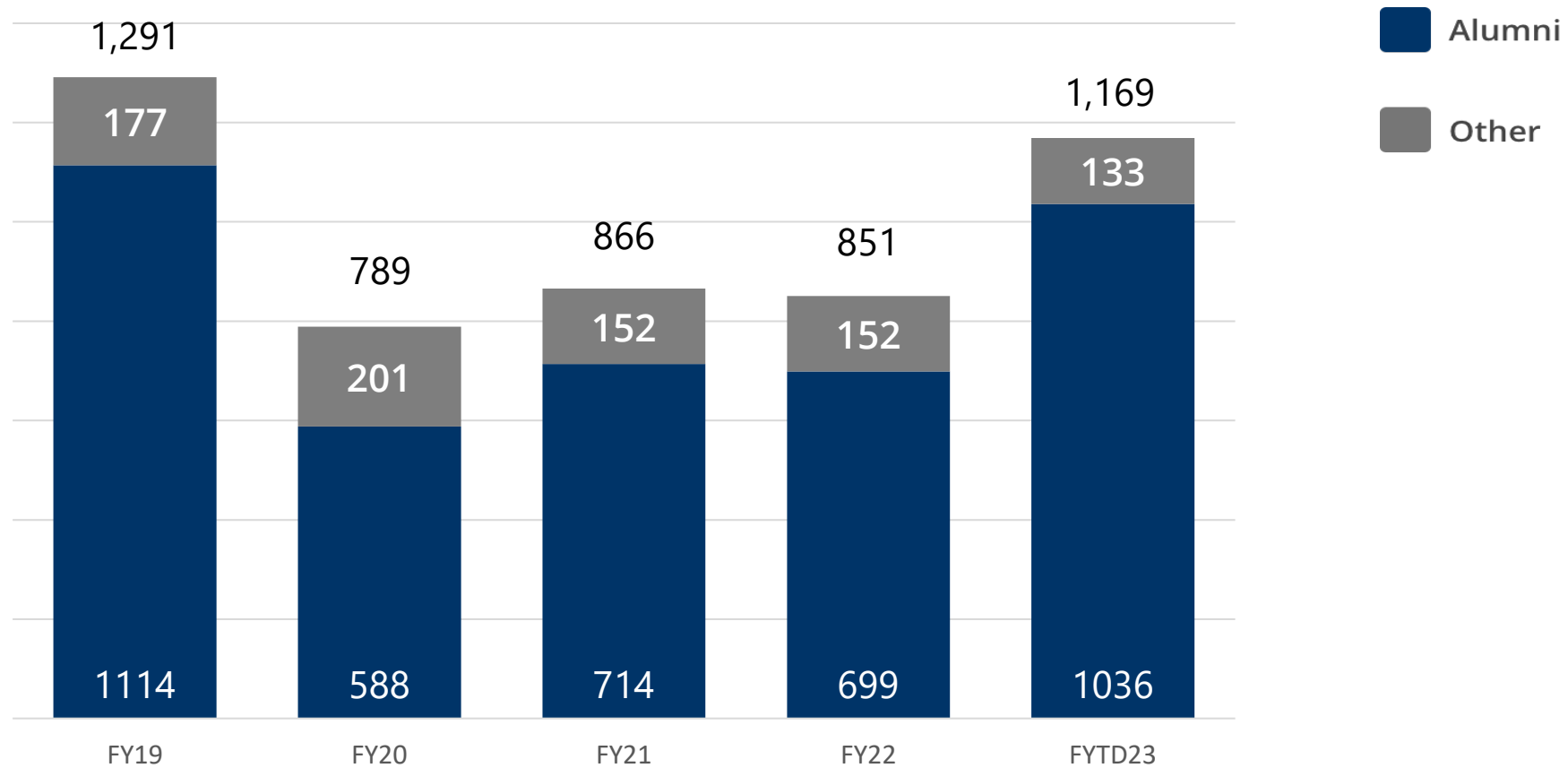


GOLDEN GATE UNIVERSITY

UA FY23 PROGRESS REPORT

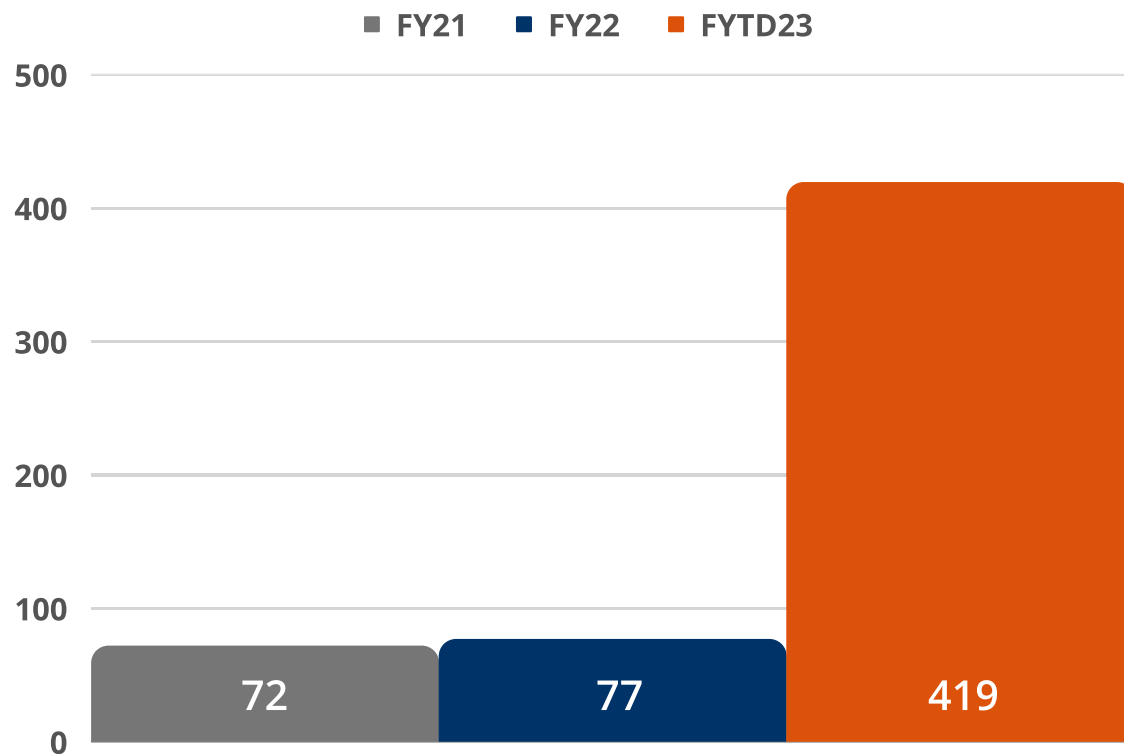
An Update for the Advancement Committee | March 6, 2023

Total Alumni Donors vs. Total Donors



New Investors

*For the first time, or again, after 5 years



ALUMNI ENGAGEMENT

ALUMNI DIRECTORY & ORAL HISTORY PROJECT OVERVIEW

As of 2/2/23, with over 1 month of marketing:
Gift asks were only requested of first-time donors or donors who have not given to GGU in more than 5 years (reclaimed donors).

- Launched **1/13/23**
- **6,748** respondents
4,658 recorded interviews
- **577** fully paid donations totaling **\$14,425**
- **620** fully paid orders,
132 partially paid orders,
67 invoices requested

We Are GGU

The Alumni Oral History Project



ALUMNI ENGAGEMENT



Goal: Increase data
accuracy for alumni

HOME ADDRESSES

5,947



Verified

741



Updated

9



Added

HOME PHONE NUMBERS

1,597



Verified

3,823



Updated

239



Added

HOME EMAILS

4,350



Verified

1,184



Updated

833



Added

CELL PHONE NUMBERS

483



Verified

939



Updated

3,018



Added

ADVANCEMENT COMMUNICATIONS

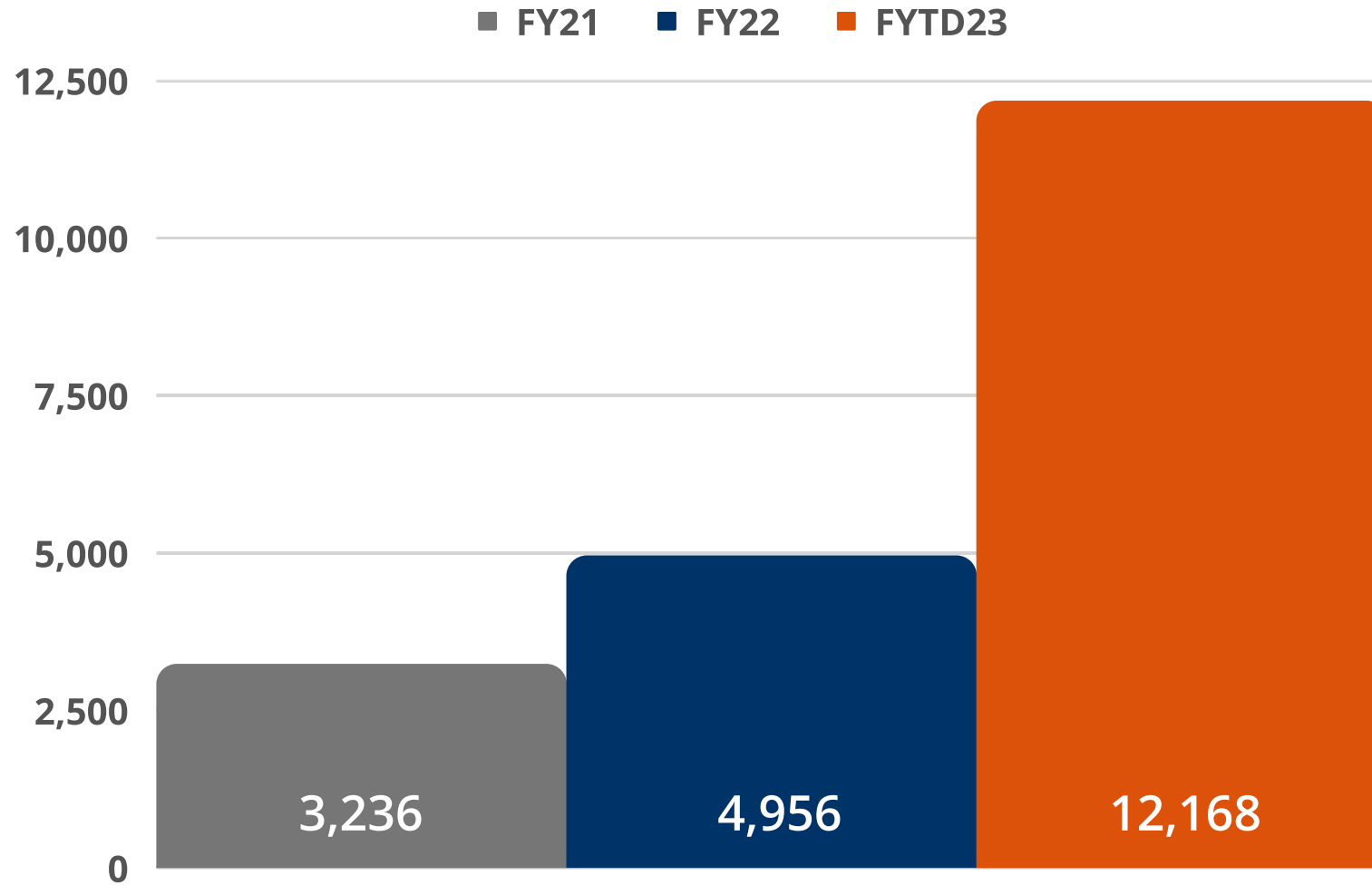
FYTD23

- **58** distinct emails sent
- **31,900** subscribers with valid email addresses
- **20** articles published
- **13** webpages published

Branded templates created for emails, articles, webpages, reports, presentations, and direct mailings.



Alumni Site Page Views



Thank You



GOLDEN GATE
UNIVERSITY