

## Alumni P2P Talking Points

- As an alumni member of [name your group/organization] I am reaching out to other alumni to talk about reconnecting with Elon and [group name/organization].
  
- Alumni at Elon fill some critical roles...
  - ...as a lifelong PARTNER with Elon, remaining connected and involved with the university as well as staying informed and knowledgeable on news and happenings about Elon.
  
  - ...as a lifelong ADVOCATE, encouraging engagement with Elon among fellow graduates, facilitating internship and job opportunities for Elon students and alumni, and promoting Elon among prospective students and their families.
  
  - ...as a lifelong INVESTOR, supporting Elon annually through charitable gifts in support of the university's priorities, and investing in today's students.
  
- I didn't realize that last year only 19% of our alumni gave back to Elon. I'm surprised/shocked/embarrassed by that statistic.
  
- I hope you'll join me in giving [again] this year. Our collective support as alumni is so important to the future of Elon.
  
- You can designate your gift wherever you want, including [name corresponding group fund, if available] and gifts of all sizes count towards Elon's participation numbers.
  
- Gifts from alumni demonstrate our belief in Elon. We're not able to participate in student satisfaction surveys to tell folks how much we enjoyed our Elon experiences. Giving back each year is our way to show the world that Elon means so much to us.
  
- When more alumni give, our participation rate increases. This is particularly important when the university requests grants and other funding from corporations and foundations. One of the first questions they ask is how many in the "family" are supporting Elon. If we don't believe in Elon enough to give back, why would they?
  
- Alumni participation rates also factor into Elon's rankings in *U.S. News and World Report*. The more alumni that give, the more likely Elon is to rise in the rankings. This has a direct correlation with the value of our degrees – the more well-known and respected Elon becomes, the greater value our Elon degrees become.

- I'm talking with other alumni like you to tell them this important news... I hope you will spread the word to your fellow alumni – encourage them to watch the video, participate in giving, and encourage friends in their alumni circles to do the same.

Giving link:

[www.elon.edu/makeagift](http://www.elon.edu/makeagift)