



**ELON**  
UNIVERSITY

ALUMNI IMPACT REPORT 2016-17

**BECAUSE OF YOU!**

# THANK YOU



Students express their appreciation on #ElonDay.

to my fellow alumni! Together, we have set a record for generosity toward the university and are proudly recognized as partners, advocates and investors. You make a world of difference at Elon, and as a result, Elon is making a difference around the world.

**Because of you**, Elon students are honing their leadership abilities and academic strengths, forging a path to promising careers and futures.

**Because of you**, more than 2,000 Elon students studied in over 45 countries in 2016-17.

**Because of you**, Elon students interned at, interviewed with or were hired by your employer.

**Because of you**, every graduating senior had at least two alumni donors “sharing their chair” at Commencement in May.

You have set a standard, opened doors and provided financial assistance so that current Elon students can reach even higher. Thank you for making Elon a priority in your life.

With pride and gratitude,

John H. Barnhill '92

Assistant Vice President for University Advancement

# PARTNERS

YOU ENERGIZE THE  
ALUMNI NETWORK



*More than 6,400 of you brought your energy to an Elon gathering in 2016-17, an 11 percent increase over the previous year.*

## TOGETHER, YOU CONNECTED WITH ELON AND EACH OTHER AT:

- **Welcome to the City**  
events in 37 cities
- **Football tailgates**
- The new **Rock the Block** party and **Classes Without Quizzes** series at Homecoming 2016
- **Evenings for Elon** in Charlotte, New York, Atlanta, D.C. and five other cities
- **Professional Pathway** events throughout the year

*Your involvement builds Elon's spirit  
of community and family.*



*Alumni show their maroon pride at the Homecoming pre-game tailgate.*

# ADVOCATES

**YOU STRENGTHEN THE ELON STUDENT  
AND ALUMNI EXPERIENCE**

*Nearly **2,300** alumni volunteers served as board and council members, affinity network leaders, reunion volunteers and Elon Day champions — a new record and a 17 percent increase over last year.*



Our 1,208 **Alumni 360 volunteers**, a group representing classes from 1946 through 2016 and 39+ states and international locations, responded to surveys with insightful perspectives on Homecoming, volunteerism and alumni communications.



Our 170 **Social Media Ambassadors** extend Elon's reach across multiple social networking platforms through the ambassadors' personal on-line communities. This group is used strategically during major events such as Homecoming, the Festival of Holiday Lights and #ElonDay.

*Your service to Elon makes the difference between a good education and a life-changing experience.*

# INVESTORS

**YOU EMPOWER YOUNG PEOPLE TO SET  
AND REACH AMBITIOUS GOALS**

*Your support of Elon's Greatest Needs, Elon Student Scholarships, the Phoenix Club and the Elon Experiences makes an impact on every student. This year 23 percent of undergraduate alumni — more than 6,700 of you — made a gift to these and more than 280 other designations across the university.*



A native of Kosovo, **Dora Muratovic '19** grew up in Florida after spending time at a refugee camp in Macedonia. "My education at Elon will set me apart from other students across the

nation. Thanks to you, I will be a well-educated individual who will one day leave a positive impact on the world."



**Asunji Maddox Jr. '17** played Phoenix football and graduated in May with a degree in accounting. He held an internship at a brokerage firm as an undergraduate, and he has already made his first gift to the Phoenix Club.

"Support from the Phoenix Club helped me focus on my academics and athletics. I am now the first in my immediate family with a bachelor's degree."

*Your investment changes the lives of students who go on to change the world.*



*A student volunteer lights the way at the Festival of Holiday Lights.*



The 1889 Society honors alumni who have given annually for two or more consecutive fiscal years. For more information, visit [www.elon.edu/1889society](http://www.elon.edu/1889society).

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