



SUCCESS STORIES

While the Alumni and Donor Engagement Survey is the largest and most comprehensive survey of Greek alumni and donors, its real value comes from the information gathered about alumni preferences for information and communication, their motivations for making contributions, and how fraternities and sororities can grow engagement and support after graduation. Hear from our members on the broad and diverse ways they have utilized their investment in this research project.

[**FOUNDATIONFE.ORG/CYGNUS**](https://foundationfe.org/cygnus)

ΑΔΠ

- **Communications.** Data helps the Publications Committee make informed decisions.
- **Longevity.** ΑΔΠ continues to use results of the first two surveys today.

ΑΓΔ

- **Case for support.** The survey has been part of a full assessment of all granting programs.
- **Major gifts.** Area growth and mission impact has derived from survey results.

ΒΘΠ

- **Retention.** First-time donor relations and stewardship improved after review.
- **Interfraternalism.** Beta hosted a retreat for foundation peers to dissect their results.

ΔΓ

- **Talking points.** Data was developed into marketing and donor campaigns.
- **Programming.** Smarter investing in educational and leadership programs.

ΔΥ

- **Board development.** Delta Upsilon used the results to educate board members.
- **Marketing.** Staff are better able to prioritize the topical areas of interest to alumni.

FH

- **Impact.** FarmHouse has developed more compelling, influential case studies.
- **Transparency.** Donors are engaged in events and see the impact of their money directly.

ZBT

- **Anniversaries.** ZBT adopted new donor retention and acknowledgement strategies.
- **Storytelling.** Sharing of more brother-to-brother impact stories