

# 2021 Gallup Survey

FFE is committed to exploring new data sets that can inform the actions of fraternal industry leadership. As a part of the 2022-2025 strategic plan, FFE made a commitment to industry research to help drive storytelling about why the fraternity/sorority experience is relevant and important. The 2021 Gallup survey was conducted on behalf of the National Panhellenic Conference (NPC) and the North American Interfraternity Conference (NIC) and was partially funded by FFE. The survey of **more than 10,000 college alumni** compared the experiences of fraternity and sorority alumni members with those who were not fraternity and sorority members.

## CHECK THIS OUT!

Alumni who have great experiences in college, and great jobs and lives afterward, **give back to their alma maters at higher rates** — and serve as **brand ambassadors** at a time when these institutions (*and our organizations!*) need their influence and support. Based on the 2021 Gallup Survey findings.

## DATA POINTS TO NOTE...

A **majority of affiliated alumni are “promoters” of their institution**, based on their likelihood to recommend it. Nearly two-thirds (65%) of affiliated alumni selected a 9 or 10 on a scale where 10 is the highest likelihood to recommend their alma mater, compared with 43% of nonaffiliated alumni.

The **majority (54%) of affiliated alumni say they donated to their alma mater in the last year**, versus just 10% of nonaffiliated alumni.

Almost half of affiliated alumni strongly agree their institution **prepared them well for life outside of college** (44%) and they **gained important job-related skills** (45%) — outpacing nonaffiliated alumni, among whom about one in four say the same.

Majorities of affiliated alumni are **thriving in every area of their wellbeing**:

- 62% in career wellbeing (*compared to 34% nonaffiliated*)
- 66% in community wellbeing (*compared to 36% nonaffiliated*)
- 51% in financial wellbeing (*compared to 32% nonaffiliated*)
- 53% in physical wellbeing (*compared to 24% nonaffiliated*)
- 62% in social wellbeing (*compared to 40% nonaffiliated*)

### 2021 Gallup Survey Methodology

As part of its national survey of more than 10,000 U.S. college graduates conducted between Jan. 15 and Jan. 29, 2021, Gallup interviewed more than 3,000 alumni of diverse backgrounds and socioeconomic statuses who graduated within the past 15 years and are members of fraternities or sororities. These alumni, referred to throughout the report as “affiliated alumni,” represent a broad range of demographics and member organizations and councils, including NPC, NIC, National Pan-Hellenic Council, Inc. (NPHC), National Multicultural Greek Council (NMGC), National ADIPA Panhellenic Council (NAPA) and National Association of Latino Fraternal Organizations (NALFO). All other graduates are referred to as “nonaffiliated alumni.”

## HOW TO APPLY THEM...

➤ **Apply it to your work:** Solicit testimonials from students and alumni to use in communication pieces and social media promoting giving to the foundation, the scholarship experience, etc.



➤ **Apply it to your work:** Use as context for fostering a culture of philanthropy and spirit of giving.

➤ **Apply it to your work:** Incorporate this information into messaging when making the ask for scholarship and/or leadership training donations and funding.

➤ **Apply it to your work:** Incorporate into major gift proposals to reinforce the lifetime value and relevancy of the fraternity/sorority experience; include in mailings and share on social media as appropriate.

