

Northeastern University Development

Objective Determine how to better involve alumni and increase giving

Data Source Online survey among NU alumni

Question *“Why haven’t you **contributed** to the University?”*

VERBATIMS

SCAN FREQUENCY

don’t

136

feel

38

like

26

giving

24

connected

19

ThoughtSCAN[®]

ThoughtTalk *“I don’t really **feel connected** with them.”*
*“I don’t **feel like giving**. They only call for money.”*

Results

* The alumni development program was **branded “Husky Pride,”** with **coop** and **scholarships** featured.

* New Alumni Center fully funded in only 4 months.
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