

# Using Fundraising & Alumni Data to Build a Donor Pipeline: A Case Study from York College of Pennsylvania

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Kristen Gurreri, Sr. Director of Advancement

Erin Titter, Sr. Director of Advancement Operations and Donor Relations

# Introductions

## Kristen Gurreri



- 13 years in higher education
- M.Ed. in College Student Affairs
- Started professionally in Student Activities and has also held roles in Academic Affairs, Community Service, & Career Development
- Held multiple roles at both large public universities and smaller private colleges and now responsible for Alumni Relations, Annual Giving, Events, Advancement Strategy, and Budget

## Erin Titter



- 5 years in higher education
- M.A. in History and Museum Studies; M.S.L.S. in Specialized Libraries
- Began career as a museum archivist, worked in sales for 13 years
- Started at York College as a Major Gift Officer in Corporate Giving and now responsible for all fundraising data, data integrity, portfolio management, donor stewardship programs, Advancement Strategy, and Budget

# Agenda

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**About York College of Pennsylvania**  
**US giving trends - YCP vs. EUA**  
**Advancement Overview**  
**Alumni Relations Department**  
**Annual Giving Department**  
**Fundraising & Donor Pipeline**  
**Donor Relations**  
**Questions**

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# About York College of Pennsylvania

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12<sup>th</sup> International Week, Chania, HMU, Greece





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# Fundraising Comparison

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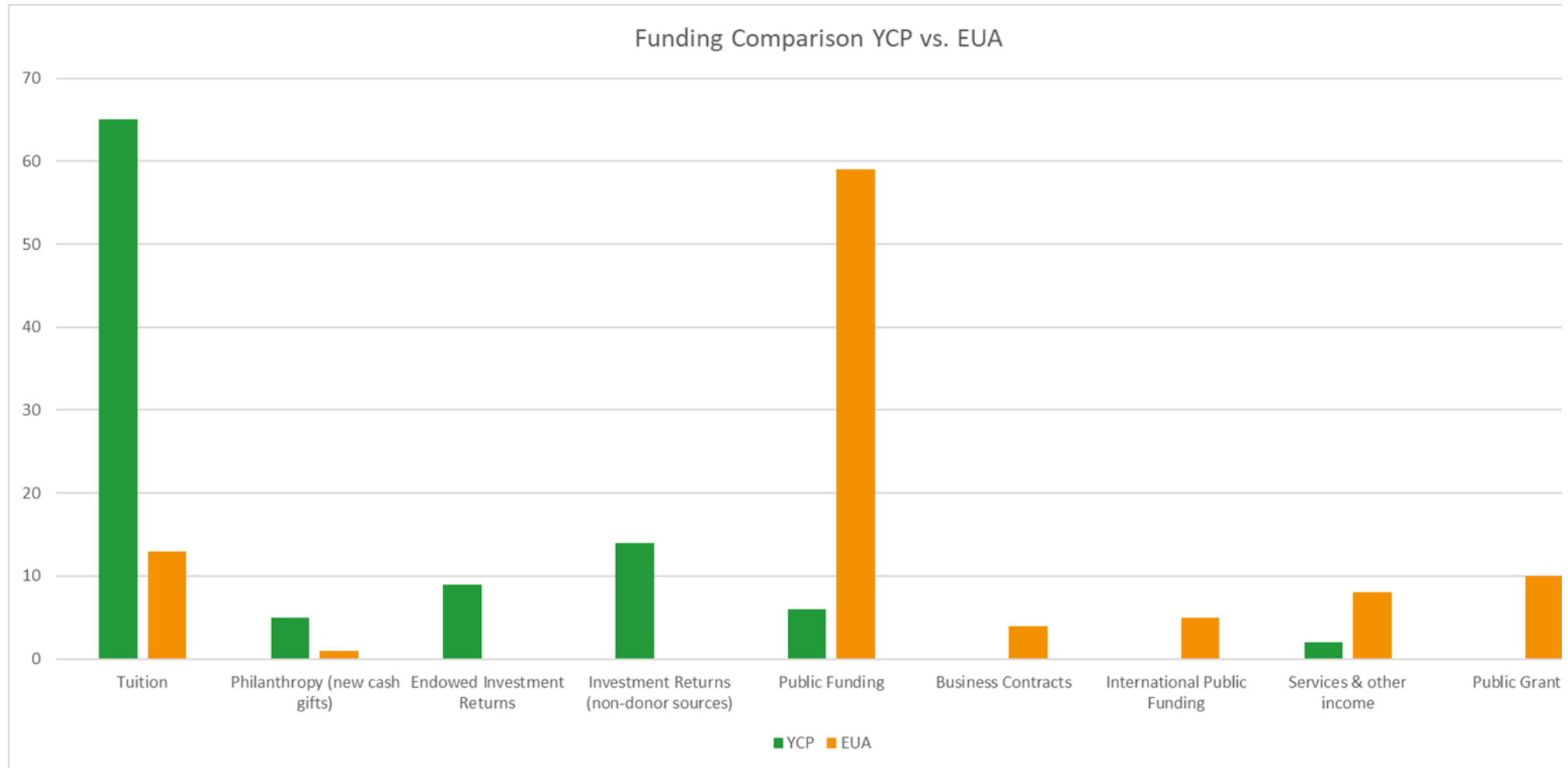


## YCP funding vs. EUA averages (2024)

	YCP	EUA <sup>1</sup>
Tuition	65%	13%
Philanthropy (cash received)	5%	1%
Donor Endowed Investment Returns	9%	Not reported
Investment Returns (non-donor sources)	14%	Not reported
Public Funding	6%	59%
Business Contracts	0%	4%
International Public Funding	0%	5%
Service & other income	2%	8%
Public Grants	<1%	10%

<sup>1</sup>European University Association, Financially sustainable universities: State of play and strategies for future resilience. April 2025. p 6. Downloaded from <https://www.eua.eu/publications/briefings/financially-sustainable-universities-state-of-play-and-strategies-for-future-resilience.html>

# YCP Funding vs. EAU Averages (2024)



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# Office of Advancement

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# Office of Advancement

17 full-time staff in 5 departments

Major  
Gifts

Annual  
Giving

Alumni  
Relations

Donor  
Relations

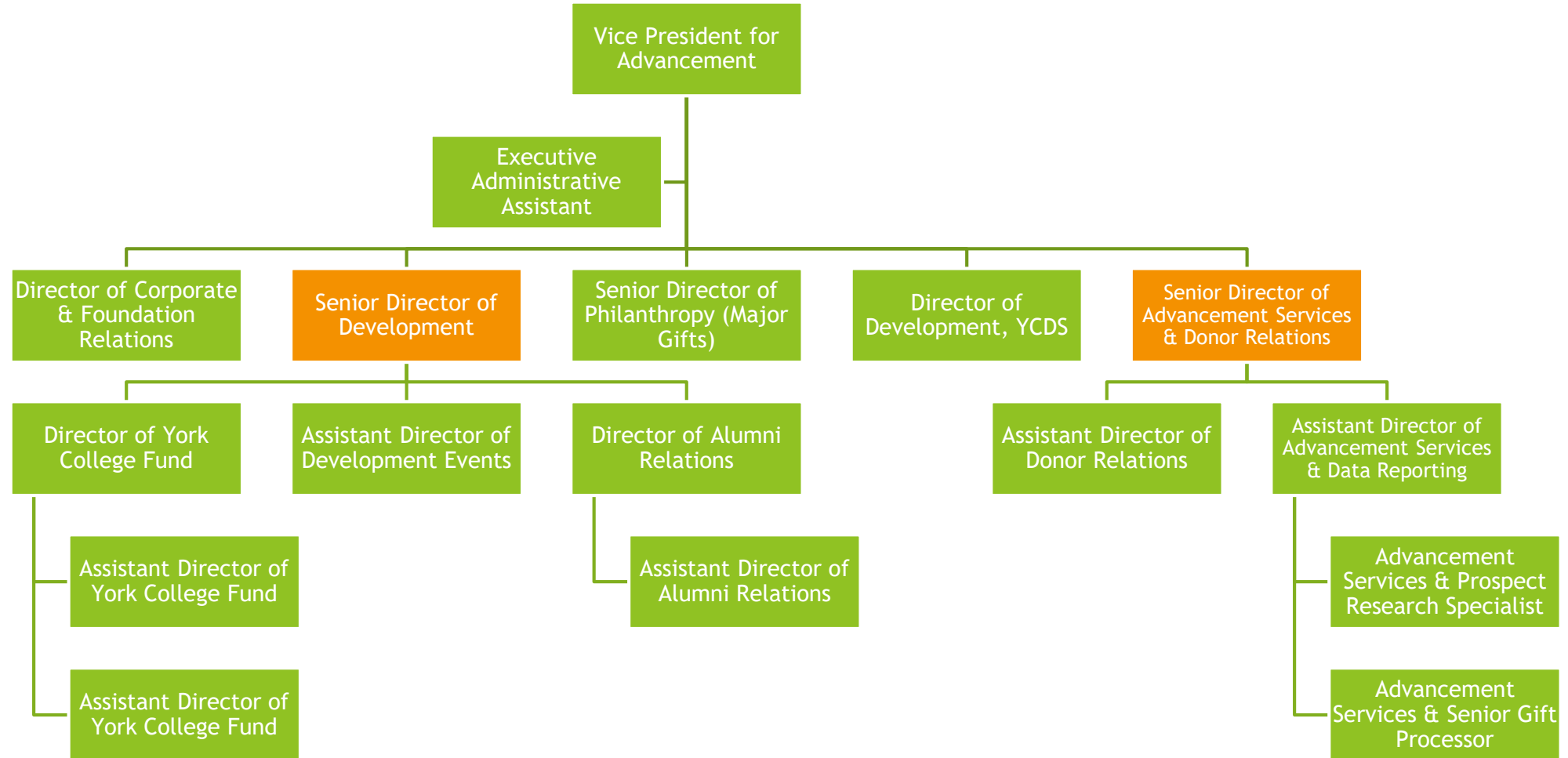
Advancement  
Services



**Raise \$8-9 million annually**

(€9.045.000 - €10.176.000)

# Office of Advancement



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# Alumni Relations

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# Alumni Relations

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The Office of Alumni Relations is dedicated to fostering lifelong connections between York College and its alumni. Through meaningful events, targeted communications, and diverse volunteer opportunities, the office works to inspire alumni engagement, expand philanthropic and volunteer support, and strengthen professional networks within the York College community.

# Alumni Fast Facts

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- About 37,000 Alumni
- 44% are between the ages of 30-50, which shows the growth of our institution over the last 30 years
- 57% are female
- About ½ live in York County
- 45% of alumni have given at least \$5 since 1990

# Areas of Focus

## Life-long Learning

Online Courses

Alumni Book Club

Maker's Series

## Career Connections

Ongoing Mentoring

Site Visits

Networking Programs

## Social Activities

Social Receptions

Family Events

Sporting Events



# Alumni Engagement



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# Annual Giving

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# Annual Giving

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Annual Giving exists to ensure that every student at York College of Pennsylvania has access to the full YCP experience—an education that prepares them not only for successful careers but also for purposeful lives as engaged global citizens.



# Annual Giving Goals

**Student Scholarship**

**Enrich Academic Programs**

**Support Career and Civic Readiness**

**Foster a Vibrant Campus Life**

**Sustain Institutional Excellence**



# Annual Fund Giving this Fiscal-Year

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- About \$1.3million in current fiscal year (€1.144.000) to the York College Fund
- 10% of that is from Alumni
- Funds are completely unrestricted, so College can use on anything necessary

## Postcard Mailer



## Email



## Social Media

# #YCPGIVES

TOGETHER, WE EVOLVE

Through annual, unrestricted donations, the York College Fund bridges the gap between tuition revenue and the true cost of a high-quality education, sustaining programs that foster academic excellence, leadership, and personal growth.

This is the motivation and primary goal of YCPGives, but donors can give to any cause.



# #YCPGIVES

02.20.2025

## #YCPGives 2025

🎁 1,995 gifts

💰 \$280,453.24 raised

122%

Reached of \$230,000 goal



**1,995 Gifts Made**



**\$280,453.24 Raised**



# #YCPGIVES

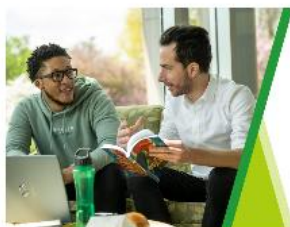
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02.20.2025

## Participation

Click or tap below to view more details

1. Alumni	652	<div></div>
2. Friend	330	<div></div>
3. Parent	313	<div></div>
4. Student	146	<div></div>
5. Faculty/Staff	144	<div></div>



#YCP  
GIVES  
02.20.2025

Communication and Writing  
Experiential Learning  
Challenge

## Communication and Writing Student Experiential Learning Fund

Writing essays, designing websites, giving presentations — college students from all majors are constantly composing. These forms of writing are all vital ways in which students can learn, share what they've learned, and develop their communication skills as future professionals.

70%  
Reached of 10 gifts goal

🎁 7 gifts

💰 \$700 raised



#YCP  
GIVES  
02.20.2025

Nursing  
Alumni  
Society

## Nursing Alumni Society

The York College Nursing Alumni Society represents the thousands of alumni that have graduated from the nursing program. Our mission is to stay connected to the college and community while supporting current and future YCP nursing students. Donations to the organization will support the purchase of required supplies for nursing students.



CHALLENGE COMPLETE

160%  
Reached of 10 gifts goal

🎁 16 gifts

💰 \$1,655 raised



#YCP  
GIVES  
02.20.2025

The  
York Review  
Challenge

## York Review Literary Magazine

Learning the practical aspects of the writing and communications business is important, but so giving students an outlet to discuss what they are experiencing on campus. "Literary magazines on campuses are important student voices and outlets for students" Kurowski says.

Articles in the Review range from stories about campus life, poetry, and national politics. Magazines have been part of American culture since the 1700s and it's important for students to handle and understand all parts of a publication.

50%  
Reached of 10 gifts goal

🎁 5 gifts

💰 \$126 raised



#YCP  
GIVES  
02.20.2025

WVYC  
Challenge

## WVYC Endowment Fund

WVYC-FM is an FCC-regulated radio station at 88.1 FM. WVYC has served as the *Voice of York College* since 1976. The student-run radio station provides hands-on experience in all aspects of radio, including on-air, sports play-by-play, promotions, and event planning — all under the guidance of a full-time professional manager. WVYC is nationally recognized for its high-quality programming, having earned awards from the Broadcast Education Association, Pennsylvania Association of Broadcasters, and College Broadcasting Inc.



CHALLENGE COMPLETE

130%  
Reached of 20 gifts goal

🎁 26 gifts

💰 \$2,002.01 raised



Women's Soccer



CHALLENGE COMPLETE

115%  
Reached of 90 gifts goal

🎁 103 gifts

💰 \$7,864.75 raised



Men's Soccer



CHALLENGE COMPLETE

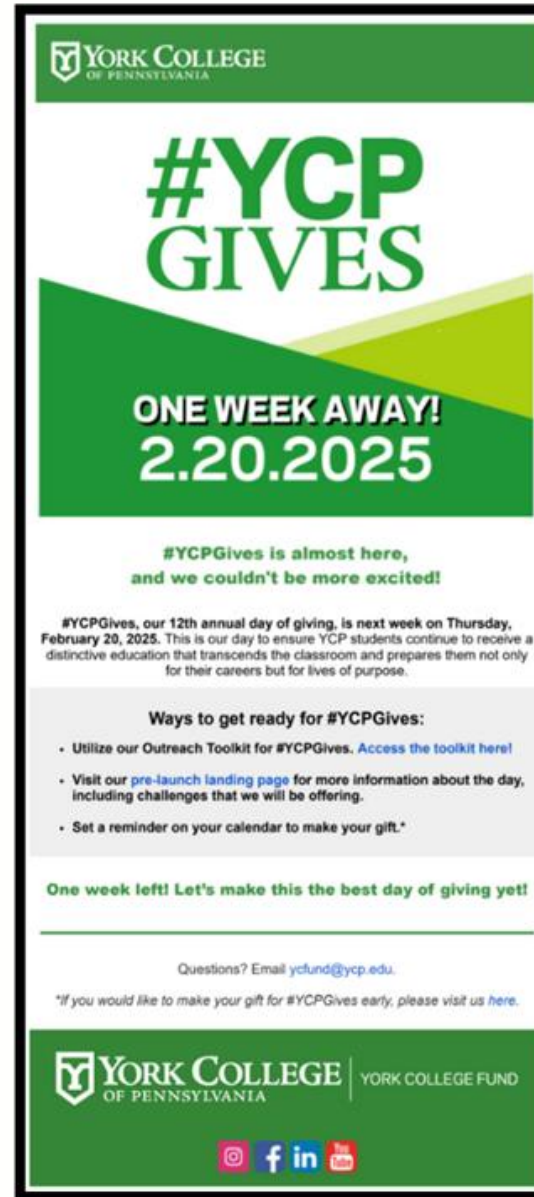
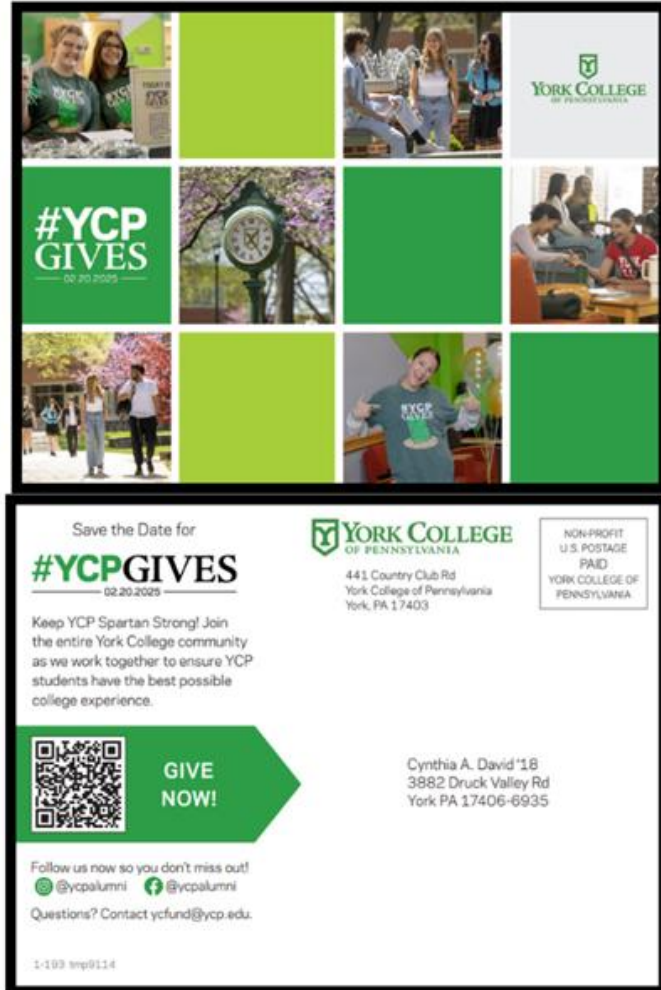
192%  
Reached of 50 gifts goal

🎁 96 gifts

💰 \$6,242.5 raised



# Postcard Mailer



# Email



# Social Media

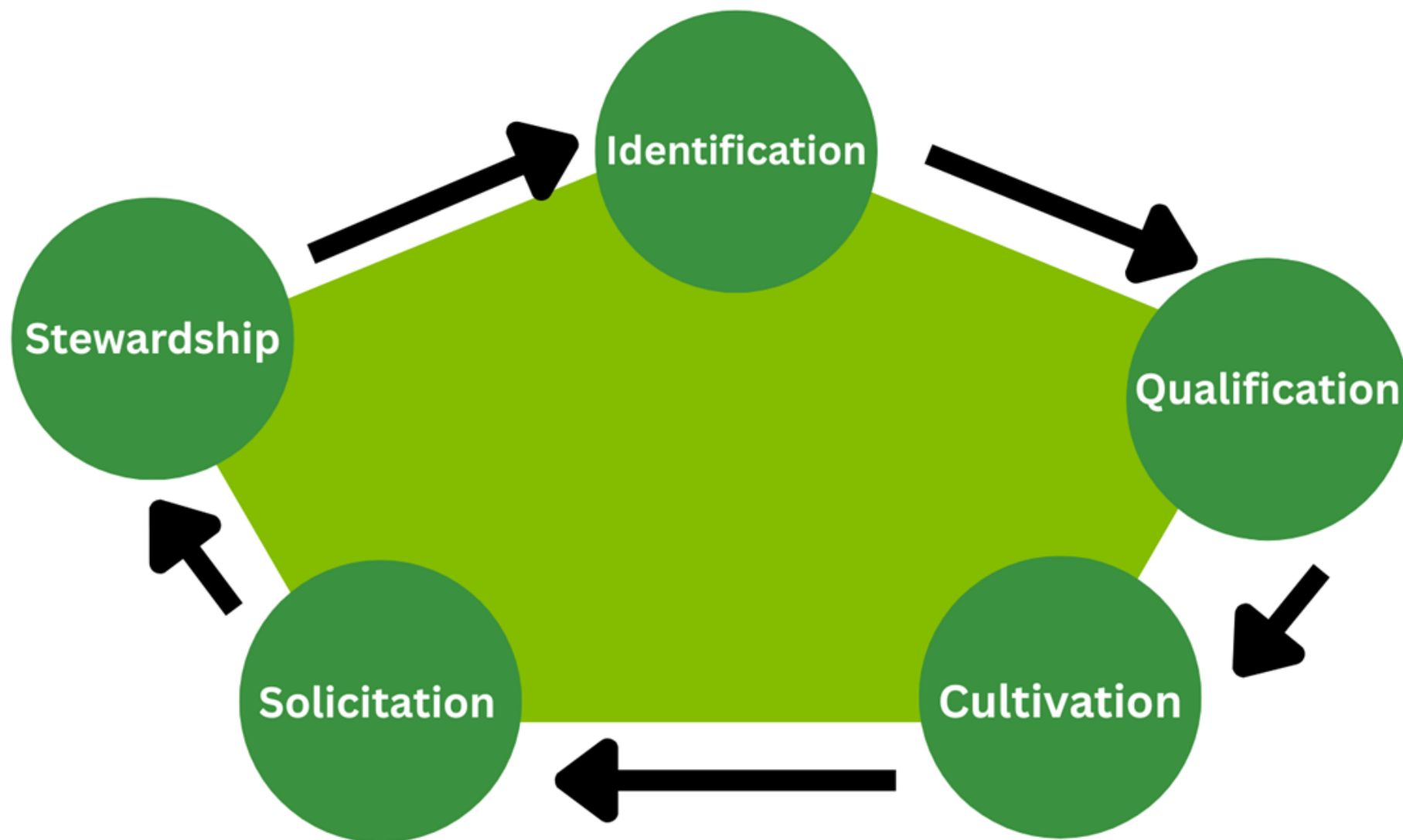
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# Fundraising & Donor Pipeline

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# Fundraising Cycle



# Donor Pipeline

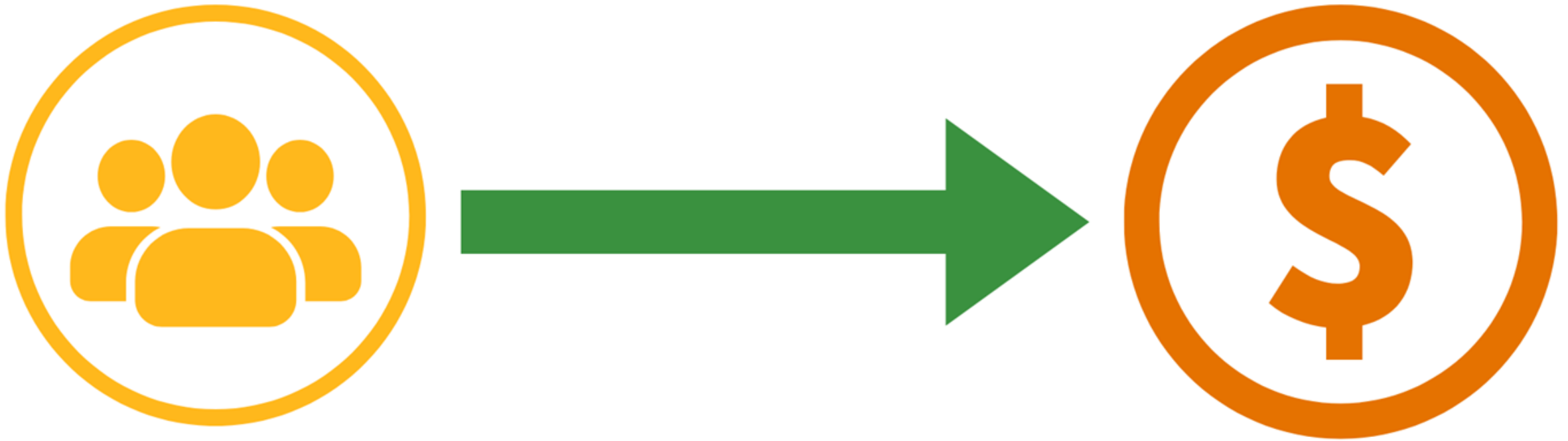
For Alumni, we generally have 2 giving pipelines:

**Turning Student Donors into Alumni Donors**

**Event Attendees to Donor**

# Event Attendance to Donor

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*Family-Friendly Events*



*Sporting Events*



*Easter Egg Hunt*



*Maker's Series*



*Annual Homecoming*



*Trunk-or-Treat*



*SpartaFest (during Homecoming)*



*Monthly Hikes*



# Student to Alumni Giving

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# How do we know who to contact?

Engagement Score	
Philanthropic Engagement	35
Volunteer Engagement	25
Experiential Engagement	20
Communication Engagement	20
<b>Total Engagement Score</b>	<b>100</b>



# Segmentation

	York College Fund/Scholarship	Athletics
Alumni Parent	1,034	N/A
Parent	17,777	1,218
Friend/Spartan Advance Friend	9,241	1,435
Graduate Alumni	2,133	109
Faculty Staff	503	34
Young Alumni (0-5 years)	3,355	582
International Public Funding	33,675	4,220

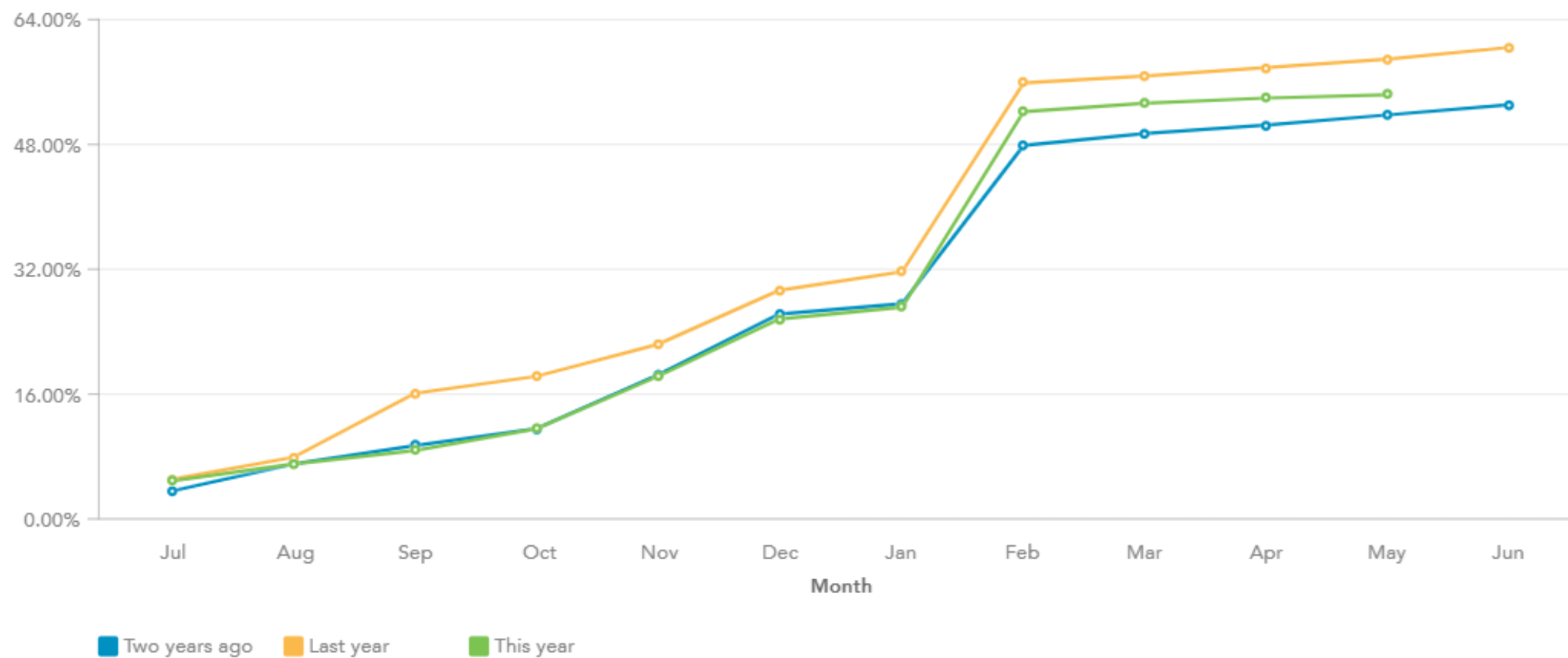


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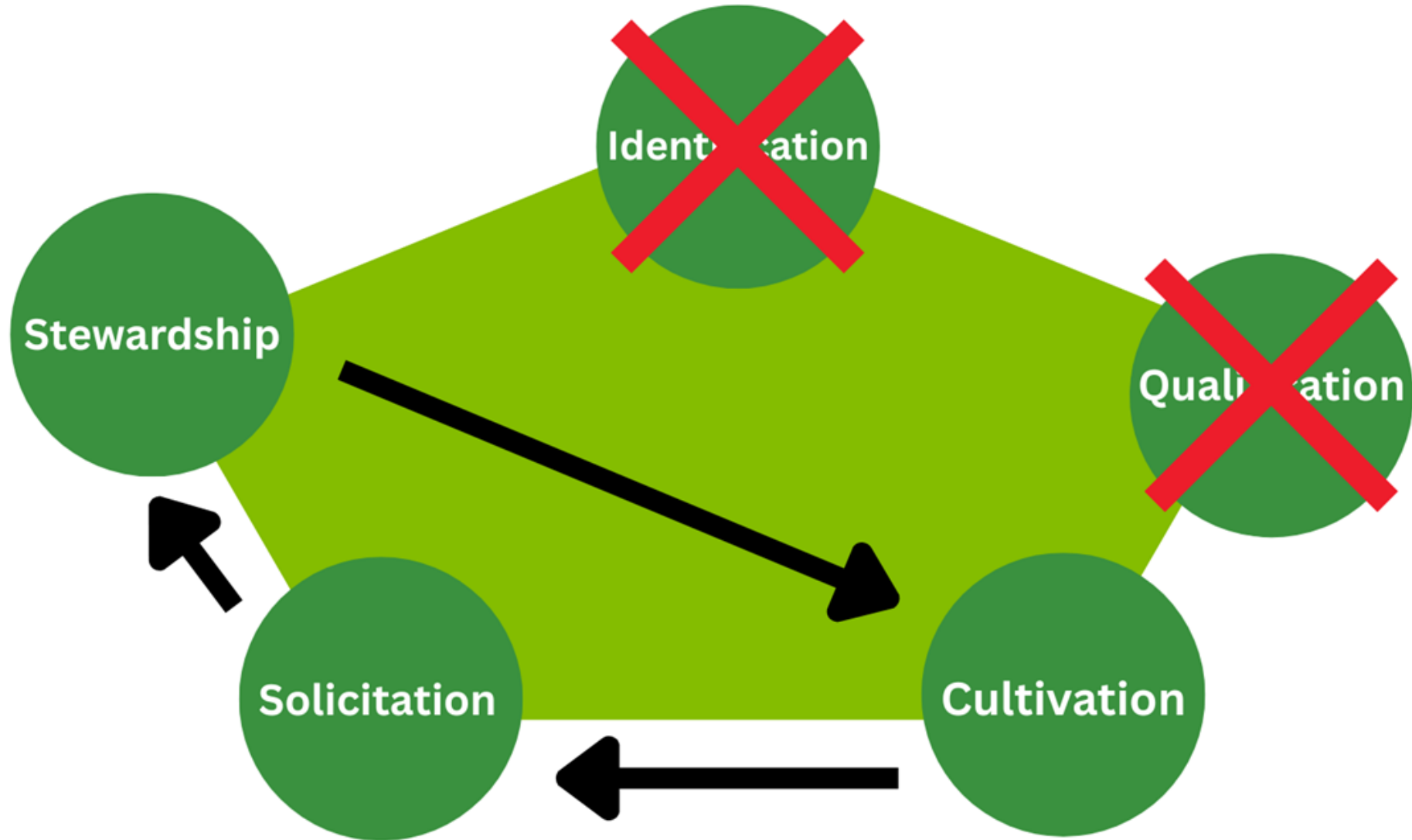
# Donor Relations

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## Year over year donor retention



# Fundraising Cycle



## First-Time Donor Packet Materials



## Your Impact

In the 2023-2024 year, our donors' philanthropic investments empowered us to:

Distribute **\$3,823,117.54** through **1,070** named scholarships from **324** different funds to **828** students.

Strengthen various initiatives and projects with **\$3,191,896.87** given toward **34** programmatic funds.

Support our **461** student-athletes with **\$317,710.92** given to team-specific funds.



York College of Pennsylvania and York Country Day School

## Donor Report 2024



## To the York College and York Country Day School Donor Community

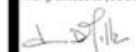


Greetings from York! It is a beautiful time of year at York College and York Country Day School. Beautiful in every sense of the word, as each season leaves the campuses looking picturesque. But the beauty goes well beyond the campus scenery. It is on the faces of our students, who are walking to class, grabbing coffee to keep them going, chatting with professors in Johnson, or poring over a book or a laptop in the library. Simple, everyday moments on any campus. And yet, they are moments that are all part of the deep and profound transformation happening to our students. It's a beautiful time of year indeed.

In this report, you will find example after example of how your philanthropy is making that transformation possible every day. There are numbers in this report, of course. And numbers are important to be sure—the number of donors supporting our mission, the number of dollars raised, the number of students enrolled. We are delighted with all of these numbers. But what's equally if not more important in these pages are the stories. The stories of how donors are engaged with us in changing students' lives—donors of time through mentorships and engagement; donors of dollars, large and small, who support existing programs and help to create new opportunities.

I hope that in these pages you truly see your story and that you know how deeply grateful we are for your generosity, partnership, and continued commitment to our mission for over 237 years.

With gratitude to you all,



Glenn D. Miller  
Vice President for Advancement

## Giving at YCP 2023-2024

 Total amount raised: **\$8,046,046.28**

 Total donors for YCP: **3,963**

Top five funds by number of donors:

**Spartan Advance**  
**York College Fund**  
**Spartan Scholarship Fund**  
**Myers School**  
**Spartan Commons**

Top five funds by dollars raised:

**Horticulture Program**  
**Knowledge Park**  
**Kinsley School**  
**York College Fund**  
**YCCOSP**



"Being a Spartan means everything to me. York College has given me the opportunity to grow as a man on and off the field. York has also given me the opportunity to compete at a high level while getting a great education and meeting lifelong friends. The gifts and donations will help us continue to pursue our goal of winning a conference and a national championship."

—Connor Potts '24

## Annual Donor Report

## Alumni Couple Valentine's Card



## Day of Giving Thank You





# Questions



# Connect



Erin Titter



Kristen Gurreri