

St. Edward High School

About

Founded in 1949, St. Edward High School is an all boys 9-12 day school in Lakewood, Ohio, United States.

The school has an endowment of \$14 million annual fund goal of \$1 million and a current capital campaign of \$22 million, with an annual enrollment of 950 students

13% of the school's 17,000 alumni donate to the annual fund.

ST. EDWARD HIGH SCHOOL
SCHOLARSHIP GOLF OUTING



Building Relationships: Alumni Engagement Through the Graduway Platform

Challenges

- **Outdated alumni data:** There was no incentive for alumni to update changes in their personal information which has led to static data
- **Shallow pool of major gift prospects:** The fundraising efforts focused on a small group of successful alumni supporters and traditional giving levels were not enough to allow the school to grow and thrive. A major challenge to overcome here was having no way to identify major gift prospects
- **Faceless alumni community:** All built through word of mouth rather than any systematic strategy. The alumni would only have a real presence at events, and any reach was limited geographically
- **Great content was going unseen:** Multiple people doing the same marketing work in different areas rather than one global strategy; updates about the school's growth and progress were not reaching their alumni

Results

By two months after launch the platform had users from **every graduating class** (1953-first class. 67 years represented)

Alumni engagement increased through class ambassador program with **alumni driving registration and participation on the platform**

Increase of \$20k in organic donations
February Challenge went from generating \$130k in the February before the platform, to \$150k in the February after the launch of the platform

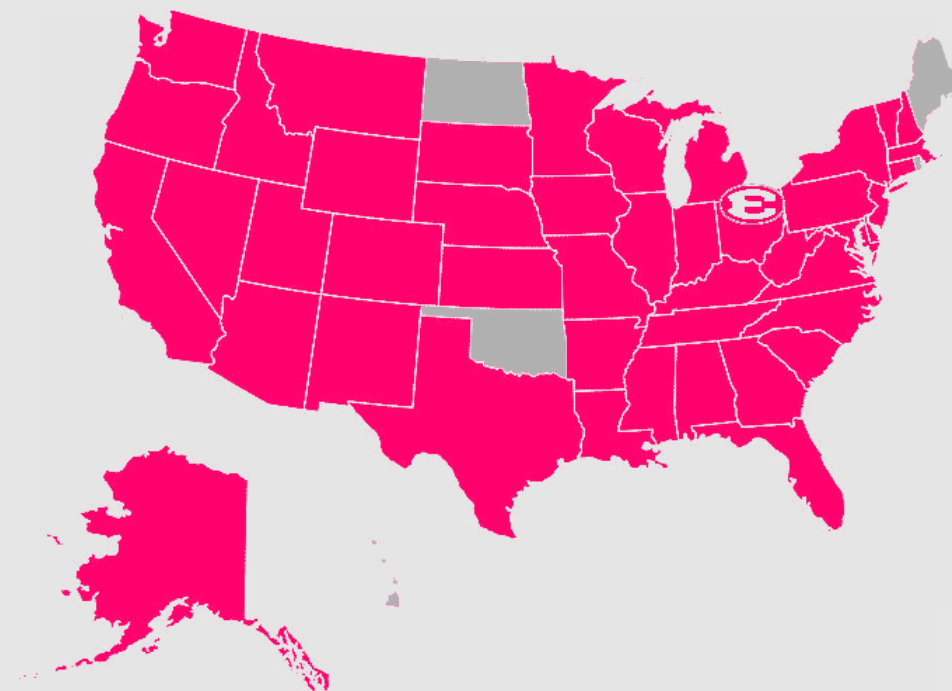
Donor of the **largest planned legacy gift** an active return user on the platform

97%

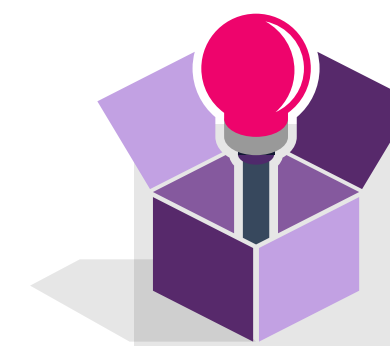
of users have remained subscribed to the weekly newsletter from the platform

76%

of graduating seniors have signed up and are engaging on the platform



1.5 years after launching, alumni are represented in **45 out of 50 states**



Out-of-the-box *THINKING*

1.5 years after launching the platform, the school:

- Scanned yearbooks to make them exclusively available through the platform
- Made a list of all deceased alumni exclusively available through the platform

AS A RESULT:

200 people
signed up in a day!



The platform has been a window into the current student experience which is dramatically better than what most alumni experienced during their time here. This helps alumni understand why tuition has increased and why we need their financial support by allowing them to relearn what St. Ed's means to students

Kaleb Kaschalk, Alumni Manager at St. Edward High School

