YOUR  
LOGO

**COMPANY NAME**

ALUMNI-ENGAGEMENT STRATEGY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to develop an Alumni Engagement Strategy for your institution. We specialize in building lasting relationships between institutions and their alumni communities to foster loyalty, support, and mutual growth.  
  
This proposal outlines our approach to enhancing alumni engagement for [Client Name].

# Project Objectives

The primary goals are:  
  
- Strengthen alumni relationships and brand loyalty  
- Increase alumni participation in events, mentorship, and giving  
- Create meaningful opportunities for alumni involvement  
- Develop a comprehensive, data-driven engagement strategy

# Proposed Services

Our alumni engagement services include:  
  
- Alumni data analysis and segmentation  
- Strategic planning for alumni communication and outreach  
- Event planning and engagement initiatives  
- Development of mentorship and volunteer programs  
- Alumni giving campaigns and fundraising strategies  
- Implementation of digital engagement tools and platforms

# Scope of Work

Scope includes:  
  
- Initial assessment of current alumni engagement practices  
- Strategy development with clear goals and KPIs  
- Creation of targeted communication plans  
- Planning and execution of engagement initiatives  
- Ongoing monitoring and strategy refinement

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Assessment & Planning | Review current engagement practices and define strategy | [Start Date] |
| Strategy Development | Create engagement plans and define KPIs | [Date] |
| Implementation & Campaigns | Launch events, mentorships, and giving initiatives | [Date] |
| Monitoring & Optimization | Track results and refine engagement activities | [Completion Date] |

# Pricing

Estimated cost breakdown for alumni-engagement strategy development:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Data Analysis & Segmentation | Assess alumni data to inform engagement strategies | [Amount] |
| Strategy Development | Design comprehensive alumni engagement plan | [Amount] |
| Campaign Implementation | Execute events, communications, and giving initiatives | [Amount] |
| Monitoring & Support | Track performance and provide ongoing improvements | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a leading consultancy in alumni relations and engagement strategies.  
  
- Experience: [X] years in alumni engagement and institutional advancement  
- Expertise: Community building, fundraising, digital engagement  
- Mission: To help educational institutions build strong, active, and supportive alumni networks

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Alumni engagement strategy for a mid-sized university  
- Outcome: Increased alumni event participation by 30% and doubled annual giving contributions  
  
Testimonial:  
“[Your Company Name] crafted a comprehensive engagement strategy that revitalized our alumni community and significantly boosted participation.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Service Scope: Includes strategy development, campaign planning, and support.  
Client Responsibilities: Provide access to alumni data and institutional resources.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

To approve this alumni-engagement strategy proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_