



ALUMNI ASSOCIATION
COLORADO STATE UNIVERSITY

UNIVERSITY ADVANCEMENT
ANNUAL GIVING & MEMBERSHIP

701 Pitkin Street
Fort Collins, CO 80523

September 27, 2024

To whom it may concern:

I am happy to enthusiastically recommend working with Confluent Consulting. We contracted with Confluent to conduct a study to better understand alumni giving motivations and behavior to inform our strategy using quantitative and qualitative methods in interviewing, focus groups, survey design, data analysis, and strategic thinking. While these skills benefited us specifically in the philanthropy and higher education space, they are transferable to any social sector project. Through Confluent's diligent and thoughtful approach, this project was completed on budget and ahead of schedule, and left us with insights that were both immediately actionable and informative on a broader scale.

We particularly appreciated Confluent's approach to partnership. Communication was clear and regular, ensuring that we felt aware and abreast of where the project stood. As the lead on this project for the Annual Giving & Membership team, I felt equipped every step of the way to confidently share updates and answer questions about the project with colleagues, thanks to the personal outreach and documentation Shana provided.

Shana was also particularly thoughtful about ways to engage multiple stakeholders with differing viewpoints in the development of the research approach. In examining a long-running program that touches the professional lives of many colleagues, there were many perspectives, hopes, and fears to balance. Through an exhaustive literature review and interview process, Confluent helped us gain clarity and develop a set of effective research questions that were aligned with our needs and made everyone feel heard. We went into the study with a vague set of notions about what we didn't know; we left the study with a deeper understanding and exactly the insights we needed to take action.

Throughout the project, Shana and the Confluent team made us feel as though we were truly a priority. Above and beyond their professionalism, they greeted our data (and our challenges!) with so much curiosity and interest that, rather than a stressor, undertaking this project felt energizing and fun. Confluent strikes a great balance of personal care and professional expertise to provide excellent research and outcomes.

Best regards,

Laurel Baltic
Assistant Director of Annual Giving
Colorado State University Advancement