


DEVELOPMENTPRO GROWTH FRAMEWORK





AlumGrow Consultancy


DISCOVER OUR DEVELOPMENTPRO GROWTH FRAMEWORK™ THAT SCHOOLS AND UNIVERSITIES ARE USING TO GROW ALUMNI ENGAGEMENT, FUNDRAISING REVENUE AND ENROLMENT ENQUIRIES BY AT LEAST 24%


 **Tangible results** – The DevelopmentPro Growth Framework will transform your current programs and help you implement our unique growth formulas with all the support you need along the way.


 **Sustainable strategies** – Highly cost-effective and proven engagement frameworks that achieve greater returns on investment for your education institution in the short and longer term.

 **Easy to use** – Access to 3 modules and 18 lessons within each framework using videos, audio files, and toolkits - all delivered via our secure members-only online platform.

 **Anytime** - Your institution can sign up anytime of the year. Each framework is self-paced and delivered over 5 months.

 **Immediate access** – You get immediate access to all program materials so you can start implementing our Framework straight away.

 **Laser mentoring calls** – You get access to an online monthly mentoring schedule, where we focus on your specific questions, giving you the support to stay on track and achieve your goals.

 **On-call advice** – We ensure you have the extra support needed to get results. When you have questions and need extra help, send us an email and we will reply to you within 48 hours.

 **Anywhere in the world** - DevelopmentPro is available to education providers globally, of all sizes, and at any stage of their advancement program development.

FRAMEWORK CHAPTERS

ENROLMENTS GROWTH FRAMEWORK

5 MONTHS DURATION

Module 1 – Enrolment Marketing Fundamentals

Lesson 1	Growing your enrolments: The key foundations for success
Lesson 2	Engaging websites - design tips and insights you need to know
Lesson 3	Customer Relationship Management Systems: An overview
Lesson 4	How to devise a best practice enrolment marketing plan
Lesson 5	How to create an enrolment prospectus with impact
Lesson 6	Education Marketing Fundamentals Audit: A comprehensive checklist

Module 2 – Customer Research and Brand Growth Strategies

Lesson 1	Everything you need to know about social media content planning
Lesson 2	How to conduct a communications audit in twelve easy steps
Lesson 3	Twelve ways faculty and staff can market your organisation
Lesson 4	Brand health reviews: Everything you need to know
Lesson 5	The ultimate guide to mystery shopping
Lesson 6	Demographics mapping and analysis: An overview

Module 3 – Customer Engagement Tactics

Lesson 1	Seventeen simple online enrolment marketing tactics that really work
Lesson 2	Major events planning strategies, tips, and templates
Lesson 3	Brand health surveys 101: The ultimate guide
Lesson 4	Student retention marketing, programs, and approaches
Lesson 5	How to write a media release in six easy steps
Lesson 6	Open Days: Who? What? Where? How?

ALUMNI RELATIONS GROWTH FRAMEWORK		5 MONTHS DURATION
Module 1 - Alumni Program Fundamentals		
Lesson 1	The strategic benefits of an alumni program	
Lesson 2	Six steps to starting a community engagement program	
Lesson 3	Alumni membership models, networks, and recruitment tactics	
Lesson 4	The ultimate guide to alumni strategic planning	
Lesson 5	Our top 16 alumni engagement insights you need to know about	
Lesson 6	Staff management structures, practices, and strategies in advancement	
Module 2 - Alumni Engagement Strategies		
Lesson 1	How to engage international alumni strategically and sustainably	
Lesson 2	Everything you need to know about social media content planning	
Lesson 3	How to use LinkedIn to locate and engage alumni	
Lesson 4	Ten innovative alumni initiatives that work and others to <i>maybe</i> rethink	
Lesson 5	Great alumni magazines - how to keep your readers wanting more	
Lesson 6	Conducting Advancement surveys: The ultimate guide	
Module 3 - Alumni Participation Growth Tactics		
Lesson 1	Recognition programs and showcasing alumni impact	
Lesson 2	Alumni Mentoring Programs 101	
Lesson 3	Major events planning strategies, tips, and templates	
Lesson 4	A guide to systematically measuring alumni engagement and program impact	
Lesson 5	Reporting with impact to attract more program resources	
Lesson 6	The Ten Rule Playbook of Alumni Relations	

FUNDRAISING GROWTH FRAMEWORK		5 MONTHS DURATION
Module 1 - Fundraising Program Fundamentals		
Lesson 1	Fundraising program basics: Who? What? Where? How?	
Lesson 2	The ultimate guide to fundraising strategic planning	
Lesson 3	Customer Relationship Management Systems: An overview	
Lesson 4	Best practice fundraising: Policies, Procedures and Agreements	
Lesson 5	How to write a Case for Support	
Lesson 6	Reporting with impact to attract more program resources	
Module 2 – Fundraising Prospecting and Solicitation Strategies		
Lesson 1	What you should know about donor research	
Lesson 2	Staff management structures, practices, and strategies in advancement	
Lesson 3	Conducting advancement surveys: The ultimate guide	
Lesson 4	How to engage alumni for giving - or not!	
Lesson 5	Everything you need to know about feasibility studies	
Lesson 6	Major gift solicitation strategies and dealing with knockbacks	
Module 3 – Fundraising Programs and Tactics		
Lesson 1	Planned Giving Programs: The definitive guide	
Lesson 2	Annual Giving Programs: What you need to know	
Lesson 3	Capital Campaigns: The essential planning guide	
Lesson 4	Grant writing 101	
Lesson 5	Donor stewardship programs: Strategies, tips, and templates	
Lesson 6	The Twenty Rule Playbook for Fundraising Success	



To find out more contact us today at:

W. alumgrow.com.au
M. (+61) 0458 545 184
E. alastair.lee@alumgrow.com.au