

Engaging Alumni and Other Diverse Donors: Culturally Informed Marketing Strategies

Intended Audience: Mid-Career Professionals	Education Points/Hours: 6.5 CFRE	Duration: 1 Day, In-Person
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Course Description:

Using culturally informed marketing strategies, fundraising professionals can engage HBCU alumni and donors in meaningful ways. Participants will learn to put the donor first by building their understanding of donor diversity, researching the needs of donors, crafting and communicating an HBCU-specific value proposition, and tailoring donor-centric materials. Participants will gain the tools and strategies that can immediately apply to their work to effectively engage diverse audiences, build stronger relationships, and drive philanthropic support for their institutions.

Course Topics:

- Why Culturally Informed Marketing Matters
- Understanding Your Constituents
- Donor Motivations
- Engaging Alumni
- Creating Your Unique Value Proposition
- Using Culturally Informed Marketing Strategies